

# Why Mammographers ask for Beekley

Mammographic skin markers should provide confidence in the accurate, clear communication of areas of concern for a more precise interpretation of the mammogram.

When asked what attributes instill the most confidence in skin marker performance, Mammographers most commonly cite image quality and adhesion.



## Clearer Image:

Because the earliest signs of breast cancer can appear as micro-calcifications, it is extremely important that skin markers communicate without distracting or obscuring tissue detail.

In an unidentified side by side phantom comparison study Beekley's thinner, uniform density O-Spot mole marker was unanimously selected as the preferred image by a panel of 20 mammographers over another brand's thicker, dual-density mole marker.

Comments:

| Image A (Beekley O-SPOT®)   | Image B (Other brand's mole markers)                                   |
|-----------------------------|--|
| "Less obtrusive"            | "It might hide some pathology"   |
| "Smaller, thinner, better"  | "Not sure why it has an extra ring, it covers more breast area"        |
| "Much less to look through" | "I don't see the advantage, it's very wide and could be obscuring"     |
| "It's less distracting"     | "The contrast between the lighter ring and darker ring is distracting" |

## Superior Adhesion:

A skin marker must be trusted to stay in place throughout the entire exam to ensure accuracy of information communicated to interpreting radiologist.

Poor adhesion can result in skin markers falling off the patient – translating to lost markers, repeat images, wasted time and higher costs to the facility. Markers that shift off the mark are even more concerning as they can impact the quality and accuracy of the exam.

Side by side studies have proven Beekley has 50.9% more adhesion strength than other brands and that Beekley customers are more likely to recommend Beekley to a colleague than those of other brands.

## Show More, Stick Better:

Mammographers must have confidence that a skin marker will not obscure important tissue detail and stay right on the mark without shifting or moving for accurate, reliable images the first time, every time.

When customers return after trying other brands, they express confidence in Beekley's image quality and adhesion.

### *Verbatim comments from Beekley customers who tried other brands*

- "I like how Beekley markers don't obscure breast tissue"
- "The other markers would not stay on for the entire exam"
- "Your markers [Beekley Medical] stick better, longer"

1 Chelsea Fithian "Skin marker Satisfaction Survey" Beekley Corporation, Bristol, CT January 2011

2 Peter Papadopoulos, Melissa Brutto, Chelsea Fithian "Phantom Comparison Study" Beekley Corporation, Bristol, CT March 2011

3 Andy L'Heureux "Laboratory Peel Strength Test of Mole Marker Brands" Beekley Corporation, Bristol, CT March 2011