

BUSTING BREAST CANCER MYTHS TO SAVE LIVES BRIEFING

HOSTED BY



MY
DENSITY
MATTERS



OCTOBER
12
1-2PM ET

LEARN ABOUT CURRENT IMAGING TECHNOLOGIES AND THE IMPORTANCE OF A WOMAN'S BREAST TISSUE TYPE IN OBTAINING THE MOST ACCURATE SCREENING NECESSARY FOR EARLY DETECTION.

Nearly **50% of all women have dense breasts** (and many have no idea) and **mammograms are only 50% effective in women with dense breasts**. This is most concerning among women aged **30s-50s** when women have the highest breast density, women of color who are diagnosed later and die sooner, and women who have served in the military who have twice the breast cancer rate. Mammograms are 98% effective in women without dense breasts and women with dense breasts deserve the same level of accuracy and effectiveness.

JOIN OUR EXPERTS

- **CHRISTINE DANIELS, PHD** – DIRECTOR OF PATIENT ADVOCACY AND OUTREACH, BREAST CANCER RUCKUS
- **SHEILA MIKHAIL, JD, MBA** – FOUNDER OF ASKBIO, COLUMBUS CHILDREN'S FOUNDATION AND BREAST CANCER RUCKUS
- **MATT COVINGTON, MD** – ASSISTANT PROFESSOR FOR THE UNIVERSITY OF UTAH RADIOLOGY & IMAGING SCIENCES AND HUNTSMAN CANCER INSTITUTE
- **RACHEL BREM, MD** – DIRECTOR OF BREAST IMAGING & INTERVENTION AT GEORGE WASHINGTON UNIVERSITY, FOUNDER OF THE BREM FOUNDATION TO DEFEAT BREAST CANCER
- **LESLIE YERGER, MBA** – FOUNDER OF MY DENSITY MATTERS AND PATIENT ADVOCATE

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