

BROADCAST- FDA dense breast rule promotes earlier cancer detection

INTRO:

A new federal regulation will take effect next year, requiring all imaging centers in the country to notify women if they have dense breasts – a requirement already in place in 38 states including Illinois and Michigan.

VO or WRAP

The recommended rule from the FDA is aimed at early cancer detection which could be the result if more women discuss the dense breast with their medical provider. Radiologist Dr. Stephanie Guingrich (GING-rich) of the OSF HealthCare Center for Breast Health says dense breasts can make cancer detection harder with a mammogram.

((SOT))

“We’re trying to see white findings (tumors) so the denser tissues means there’s more whiteness in the background and it’s harder to see those white findings,” Dr. Guingrich explained. (:10)

TAG: Guingrich points out, there are more significant influences on cancer risk than breast density such as family history, genetics, or even a previous history of breast cancer and chest wall radiation.

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Illinois and Michigan already have laws requiring imaging centers notify women if they have dense breasts so they can talk with a medical provider about whether they need more than a mammogram. Now the FDA recommends a ***national*** rule to make sure women across the country are notified.

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Radiologist Dr. Jessica Guingrich (GING-rich) of the OSF HealthCare Center for Breast Health says the size and feel of a woman’s breast has nothing to do with whether they are dense. She says only a mammogram can identify breast density.

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“The density actually has nothing to do with how they feel on physical exam or the breast size. It actually has to do with that appearance on the mammogram.” (:07)

TAG: Guingrich says genetics, family and personal history of breast cancer are far bigger influences than breast density on a woman's breast cancer risk. The new regulation will take effect next year.

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INTRO: A woman who has dense breasts has a higher risk of cancer – how much depends on how dense but the an FDA regulation next year would make sure women in EVERY state who have a mammogram are notified about breast density so they can consider whether they need advanced imaging such as a breast ultrasound or MRI.

According to Radiologist Stephanie Guingrich (GING-rich) of the OSF HealthCare Center for Breast Health, dense breasts make cancer detection more difficult because tumors, which are white, are hard to see against dense, white breast tissue. But, Guingrich says there are factors that have a bigger impact on cancer risk.

((SOT))

“Like if one has a first-degree relative or a pre-menopausal relative diagnosed with breast cancer or if they have a personal history of breast cancer, those women are at higher risk. If a lady is a gene carrier or if a lady has had chest wall radiation.” (:16)

TAG: The risk of developing cancer is also greater with dense breasts but only 10% of women over 40 fall into the very dense breast category that puts them at a high cancer risk. The new rule will take effect next year.