



MAMMO
with heart



Mammo *with heart*

Practice Partner Marketing Strategy Plan and Lookbook

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MARKETING STRATEGY PLAN



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Onsite Practice Partners Marketing and Communications Plan

With more than a decade of experience, Onsite Women’s Health knows that a successful partnership requires every available communication tool be leveraged to promote this new service offering to patients. Initiating communication efforts to build awareness and enthusiasm among patients, providers, staff and local community as soon as possible ensures that the program will be successful.

The following strategies have been successful with practices in the past including:

Mammo with heart Marketing Rollout Initiatives			
	Pre-Launch Implementation Timing	Onsite Support	Practice Role
Website			
Add a landing page to the “Services” tab on your website to showcase Mammo with heart	4-6 weeks pre-launch	Please refer to the Onsite practice templates	Work with web developer to implement on the site
Phone Messaging			
Add verbiage to the on-hold messaging system as another means of informing patients about the new service	4-6 weeks pre-launch	Please refer to the Onsite practice templates	Work with hold messaging vendor to incorporate
Digital Marketing: Email, Patient Portal, Text Blast			
Send email/portal/text blasts out to the patient community announcing the new service	4-6 weeks pre-launch	Please refer to the Onsite practice templates	Work with patient engagement vendor to incorporate
Display ‘Coming Soon’ collateral pieces to include retractable banner, vinyl clings and social media announcement	4-6 weeks pre-launch	Order materials and ship to practice	Practice to display materials throughout the office
Send second email/portal/text blast	Once service has launched	Please refer to the Onsite practice templates	Work with patient engagement vendor to incorporate
Include “Mammo with heart is now offered with every mammogram” to all text or email WWE exam appointment reminders	Once service has launched (ongoing)	Please refer to the Onsite practice templates	



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Digital Marketing: Letters, Billing Statements			
Reminder Letters: If annual exam reminder letters are mailed, add verbiage about the new service. Example: "Mammo <i>with heart</i> is now offered with every mammogram."	Ongoing	Please refer to the Onsite practice templates	
Billing Statements: Add a "Mammo <i>with heart</i> is now offered with every mammogram" banner at the top of every billing statement that goes out to patients	Ongoing		
Drop off brochures to neighboring primary care offices, breast general surgeons, and OBGYN offices to promote new service	First month of new service		Practice to schedule brochure outreach

Social Media & Google My Business			
Social: If there are active social accounts, post an announcement about Mammo <i>with heart</i> . Refer to the materials for sample language.	One-month pre-launch	Please refer to the Onsite practice templates. Can provide social media graphics	Assign key person in the practice to manage social media posts
Google My Business: Be sure to "Claim this Business" under the Google map location online and Mammo <i>with heart</i> to the services/notes section. This helps drive SEO (search engine optimization).	Claim business as soon as possible. Add service upon launch.		To be completed by assigned practice personnel

Other Marketing Materials (Refer to lookbook for sample materials)			
Vinyl Wall Clings: Place in practice exam rooms and bathrooms (includes practice logo)	Order placed 4-6 weeks pre-launch	Design with practice logo and print/ship to practice	Approve copy prior to sending to print
Banner: Standing framed banner (or retractable banner) for the main practice lobby area and event booths (includes practice logo)	Order placed 4-6 weeks pre-launch	Design with practice logo and print/ship to practice	Approve copy prior to sending to print
Rack Card: Mammo <i>with heart</i> informational piece customized with practice logo	Order placed 4-6 weeks pre-launch	Design with practice logo and print/ship to practice	Approve copy prior to sending to print

If you have any questions or need additional information, please contact us.

We're proud to partner with your practice to advance early detection of breast cancer and breast arterial calcifications (BAC) — helping identify risk sooner and save lives.



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COMING SOON MATERIALS LOOKBOOK



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Coming Soon Social Media Post

Size: 1080px x 1080px

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MAMMO
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Get insight into
your **breast** and
heart health with
one exam.

COMING SOON

We are proud to offer
Mammo with heart, an innovative
enhancement to traditional mammograms
that can detect early heart disease risk.
This proactive approach, using advanced
AI technology, ensures you're prioritizing
both breast and heart health in one
comprehensive screening.



Powered by CureMetrix® cmAngio® - an FDA-cleared device for
breast arterial calcification detection and localization.

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MAMMO
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Coming Soon Poster Insert

Poster Size: 24" (w) x 36" (h)

Floor banner stand will be delivered with materials.

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Coming Soon Retractable Banner

Size: 33" (w) x 81" (h)

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Coming Soon Vinyl Cling

Size: 12" (w) x 18" (h)

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MAMMO
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Coming Soon Desk Placard

Size: 8.5" (w) x 11" (h)

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Provider and Staff FAQs

What is Mammo with heart?

Mammo with heart is an enhancement to traditional screening mammography that uses FDA-cleared, AI-based software – cmAngio® by CureMetrix® – to identify the presence of Breast Arterial Calcifications (BAC) on a mammogram.

What are Breast Arterial Calcifications (BAC)?

BAC are calcium deposits within the arteries of the breast. While typically benign, research has shown an association between BAC and increased risk of heart disease and stroke.

Does Mammo with heart diagnose heart disease?

No. Mammo with heart does not diagnose heart disease. It identifies BAC, which may indicate increased cardiovascular risk and help inform whether further evaluation is appropriate.

Does this change the mammogram exam for patients?

- No.
- No additional imaging
 - No added radiation
 - No additional appointment
 - No added effort for the patient

Who interprets the results?

BAC findings are reviewed by our team of breast-specialized radiologists as part of the mammogram interpretation.

What happens if BAC is identified?

Breast arterial calcifications are one of many risk indicators. If BAC is present, the patient's provider should review appropriate next steps with the patient based on individual factors and clinical judgment.

Are there any patient populations for whom this service has not been established or validated?

The effectiveness of cmAngio in patients with devices (e.g. pacemakers), implants, and other foreign artifacts, along with visible breast trauma or injury has not been established. Therefore, patients with any of these conditions should not be offered cmAngio BAC analysis.

How should staff explain Mammo with heart to patients?

Mammo with heart is an added layer of insight from your mammogram that looks for signs that may be linked to heart health—without requiring extra time or radiation.

Is there a cost for the patient?

Yes, Mammo with heart is optional but is not yet covered by insurance. Therefore, any patient who opts in will pay out of pocket for the additional study. The current price is (XXX). (customizable by practice)



Provider and Staff FAQ Flyer

Size: 8.5" (w) x 11" (h)



KICK-OFF MATERIALS LOOKBOOK



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Social Media Post

Size: 1080px x 1080px

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Get insight into your **breast** and **heart** health with **one exam.**

[Insert practice name] is proud to offer MAMMO with heart, an innovative enhancement to traditional mammograms that can detect early heart disease risk. It detects the presence of Breast Arterial Calcifications (BAC) – a calcium buildup in the breast’s arteries that can indicate increased risk of heart disease.

While BAC is usually benign, its presence may indicate arterial stiffening and increased pressure on blood vessel walls, potentially signaling issues in other areas that may require further evaluation. If BAC is present, discussing any necessary follow-up with your provider or specialist is recommended.

This proactive approach, using advanced AI technology, ensures you’re prioritizing both breast and heart health in one comprehensive screening.

Key facts:

- FDA-cleared AI-based detection software for identifying Breast Arterial Calcifications in mammograms
- BACs are linked to an increased risk of heart disease and stroke, making detection crucial for patient health
- Determine if further evaluation is recommended
- No additional effort for you
- No additional radiation

[INSERT PRACTICE LOGO]



Powered by CureMetrix® cmAngio® – an FDA-cleared device for breast arterial calcification detection and localization.

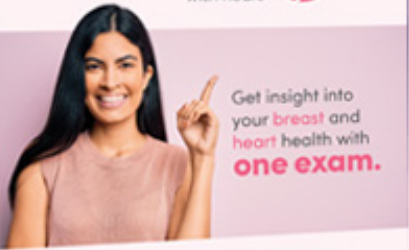


Patient Rack Card
Size: 4" (w) x 9" (h)

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[Insert practice name] is proud to offer Mammo with heart, an innovative enhancement to traditional mammograms that can detect early heart disease risk. This proactive approach, using advanced AI technology, ensures you're prioritizing both breast and heart health in one comprehensive screening.

[INSERT PRACTICE LOGO]



Powered by CureMetrix® cmAngio® - an FDA-cleared device for breast arterial calcification detection and localization.



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[INSERT PRACTICE LOGO]



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MAMMO
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Poster Insert

Poster Size: 24" (w) x 36" (h)

Floor banner stand will be delivered with materials.

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[INSERT PRACTICE LOGO]



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Retractable Banner

Size: 33" (w) x 81" (h)

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[INSERT PRACTICE LOGO]



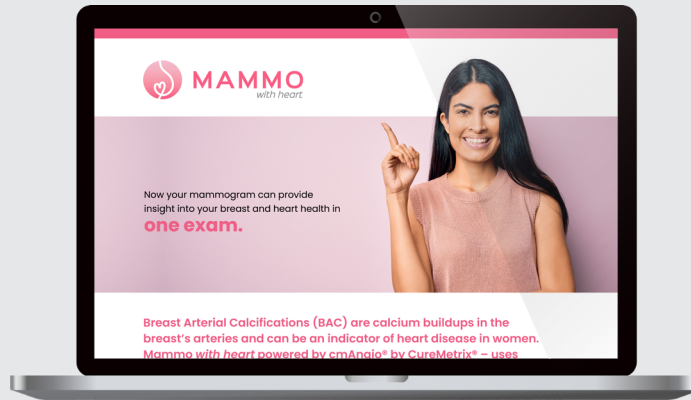
Powered by CureMetrix® cmAngio® – an FDA-cleared device for
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Vinyl Cling

Size: 12" (w) x 18" (h)

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Now your mammogram can provide insight into your breast and heart health in **one exam.**

Breast Arterial Calcifications (BAC) are calcium buildups in the breast's arteries and can be an indicator of heart disease in women. Mammo with heart powered by cmAngio® by CureMetrix® – uses

with screening mammography, it ensures you're prioritizing both breast and heart health in one comprehensive screening. Simply opt in at your next mammogram.

How Breast Arterial Calcification Impacts Your Health



¹ American Heart Association - Mammograms may provide clues about women's risk for cardiovascular disease - Accessed May 16, 2025.
² National Library of Medicine - Relationship between arterial calcification on mammograms and cardiovascular events - Accessed May 16, 2025.
³ National Library of Medicine - Relationship between arterial calcification on mammograms and cardiovascular events - Accessed May 16, 2025.

Key facts about Mammo with heart

- FDA-cleared AI-based detection software for identifying the presence of Breast Arterial Calcifications (BAC) in mammograms
- Determine if further evaluation is recommended
- Works from your mammogram
- No additional effort for you
- BACs are linked to an increased risk of heart disease and stroke, making detection crucial for patient health
- No additional radiation

Frequently Asked Questions

What is Mammo with heart?
 Mammo with heart is an enhancement to traditional screening mammography that uses FDA-cleared, AI-based software – cmAngio® by CureMetrix® – to identify the presence of Breast Arterial Calcifications (BAC) on a mammogram.

Is this new screening FDA-approved?
 Yes, the breast arterial calcification detection software that Onsite Women's Health uses is FDA-cleared.

What is Breast Arterial Calcification (BAC)?
 Breast Arterial Calcifications (BAC) is a calcium build-up in the arteries of the breast. The calcium deposition leads to arterial stiffening and increased pressure on the vessel walls. This is regularly observed on screening mammography.

Why does BAC identification matter?
 Based on current research and published literature, Breast Arterial Calcifications (BAC) is currently considered to be a benign incidental finding without defined clinical importance to breast cancer screening. However, there is growing evidence that it is associated with other vascular calcifications and associated clinical outcomes. Patients identified with BAC may be candidates for additional clinical evaluation of general health.

How is it detected on my mammogram?
 The cmAngio software reads your mammograms to determine the presence or absence of breast arterial calcification. An expert radiologist will review your results to confirm the findings.

Is an additional mammogram screening needed?
 No, with cmAngio, a screening mammogram serves as a two-for-one exam with no additional screening and no additional radiation.

If I have BAC present, should I be concerned?
 If you have a lot of breast arterial calcifications (BAC), it may not be immediately concerning on its own. However, it's important to consider this in the broader context of your health. Factors such as age, medical history, family history of conditions like breast cancer or heart disease, as well as other risk factors like diabetes, high cholesterol, and blood pressure, should be considered. A comprehensive assessment that considers these factors is advisable to determine if further evaluation for arterial calcifications is needed.

How often should I get this assessment?
 We recommend you repeat the screening every year with your annual mammogram.

I already see a cardiologist, do I still need BAC monitoring?
 BAC screening is primarily used to identify patients at risk for cardiovascular disease who otherwise may not know that they are at risk. Patients currently under the care of a cardiologist should consider discussing this assessment with their doctor first. There's no harm in having the BAC screening done, but benefits are still unknown for patients already being treated for cardiovascular disease.

Are there ages where this assessment makes sense? Am I too old or too young for Mammo with heart?
 All women may benefit from a Mammo with heart assessment regardless of your age. Identifying risk factors for your health is important at any age.

Are there any patient populations for whom this service has not been established or validated?
 Patients with breast implants or any other devices in the chest, such as pacemakers, should not opt-in for Mammo with heart.

Is it covered by insurance?
 Mammo with heart is optional but is not yet covered by insurance. Therefore, any patient who opts in will pay out of pocket for the additional study. The current price at [Practice Name] is \$[insert price].

How do I request Mammo with heart?
 Contact our practice, or let the front desk know at check-in.



Web Page

Web copy is provided in the practice templates section

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PRACTICE TEMPLATES



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Project: Digital Marketing

Digital Marketing: Coming Soon Social Media Copy

♥ Coming Soon to [Practice Name]!

Introducing *Mammo with heart* – an innovative screening that brings breast and heart health together in one visit.

During your routine 3D mammogram, this AI-enhanced technology can identify breast arterial calcifications (BAC), offering added insight into heart health – right here in our office.

📅 Appointments opening soon

🔗 Learn more: [website or phone]

#MammoWithHeart #WomensHealth #BreastHealth #HeartHealth #PreventiveCare

Digital Marketing: Social Media Copy

Option 1:

[Insert practice name] is proud to offer a new service designed with your health in mind – *Mammo with heart*.

Mammo with heart powered by cmAngio® by CureMetrix® – is a screening software that detects the presence of Breast Arterial Calcifications (BAC) when used in parallel with screening mammography. Now, during your regular 3D screening mammogram, you can also receive an AI-enhanced heart health screening – all in one convenient visit, right here in our office.

Schedule your appointment today or add *Mammo with heart* to your already scheduled mammogram and take care of your breast and heart health – together. Learn more: [insert website link or office phone number]

#MammoWithHeart #WomensHealth #BreastHealth #HeartHealth



Project: Digital Marketing: Social Media Copy (*continued*)

Option 2:

One exam. More insight. ♥

We're proud to introduce *Mammo with heart*—an innovative enhancement to traditional mammography that provides insight into both breast and heart health during a single exam.

Using advanced AI technology, your mammogram can now identify the presence of Breast Arterial Calcifications (BAC), which may be associated with increased heart disease risk—all without additional radiation or procedures.

- ✓ One appointment
- ✓ No extra imaging
- ✓ More information for your health

Schedule your mammogram today or add *Mammo with heart* to your already scheduled mammogram and take a proactive step toward your health:
[Insert phone number or scheduling link]

#MammoWithHeart #WomensHealth #BreastHealth #HeartHealth

Option 3:

Your health deserves a bigger picture.

With *Mammo with heart*, your screening mammogram can now provide insight into both breast and heart health—using advanced AI technology and with no additional steps for you.

One exam. Two important insights.
Schedule your mammogram today.

#MammoWithHeart #WomensHealth #BreastHealth #HeartHealth



Project: Website Copy

Mammo with heart.

Now your mammogram can provide insight into your breast and heart health in one exam.

Breast Arterial Calcifications (BAC) are calcium buildups in the breast's arteries and can be an indicator of heart disease in women. *Mammo with heart* powered by cmAngio[®] by CureMetrix[®] – uses advanced AI technology to detect if breast arterial calcifications are present without extra time or procedures. When used in combination with screening mammography, it ensures you're prioritizing both breast and heart health in one comprehensive screening. Simply opt in at your next mammogram.

How Breast Arterial Calcification Impacts Your Health

51% increase in risk of heart disease or stroke¹

14X increase in cardiovascular event-specific death²

26% of women aged 60-79 have arterial calcification³

1 American Heart Association – [Mammograms may provide clues about women's risk for cardiovascular disease](#) - Accessed May 15, 2025.

2 National Library of Medicine – [Relationship between arterial calcification on mammograms and cardiovascular events](#) - Accessed May 15, 2025.

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Key facts about *Mammo with heart*

- FDA-cleared AI-based detection software for identifying the presence of Breast Arterial Calcifications (BAC) in mammograms
- Works from your mammogram
- BACs are linked to an increased risk of heart disease and stroke, making detection crucial for patient health
- Determine if further evaluation is recommended
- No additional effort for you
- No additional radiation



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Project: Website Copy (*continued*)

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Is this new screening FDA-approved?

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Why does BAC identification matter?

Based on current research and published literature, Breast Arterial Calcifications (BAC) is currently considered to be a benign incidental finding without defined clinical importance to breast cancer screening. However, there is growing evidence that it is associated with other vascular calcifications and associated clinical outcomes. Patients identified with BAC may be candidates for additional clinical evaluation of general health.

How is it detected on my mammogram?

The cmAngio software reads your mammograms to determine the presence or absence of breast arterial calcification. An expert radiologist will review your results to confirm the findings.

Is an additional mammogram screening needed?

No, with cmAngio, a screening mammogram serves as a two-for-one exam with no additional screening and no additional radiation.



Project: Website Copy (*continued*)

If I have BAC present, should I be concerned?

If you have a lot of breast arterial calcifications (BAC), it may not be immediately concerning on its own. However, it's important to consider this in the broader context of your health. Factors such as age, medical history, family history of conditions like breast cancer or heart disease, as well as other risk factors like diabetes, high cholesterol, and blood pressure, should be considered. A comprehensive assessment that considers these factors is advisable to determine if further evaluation for arterial calcifications is needed.

How often should I get this assessment?

We recommend you repeat the screening every year with your annual mammogram.

I already see a cardiologist, do I still need BAC monitoring?

BAC screening is primarily used to identify patients at risk for cardiovascular disease who otherwise may not know that they are at risk. Patients currently under the care of a cardiologist should consider discussing this assessment with their doctor first. There's no harm in having the BAC screening done, but benefits are still unknown for patients already being treated for cardiovascular disease.

Are there ages where this assessment makes sense? Am I too old or too young for Mammo with heart?

All women may benefit from a *Mammo with heart* assessment regardless of your age. Identifying risk factors for your health is important at any age.

Are there any patient populations for whom this service has not been established or validated?

Patients with breast implants or any other devices in the chest, such as pacemakers, should not opt-in for *Mammo with heart*.

Is it covered by insurance?

Mammo with heart is optional but is not yet covered by insurance. Therefore, any patient who opts in will pay out of pocket for the additional study. The current price at [Practice Name] is \$[insert price].

How do I request Mammo with heart?

Contact our practice, or let the front desk know at check-in.



Project: On Hold Message

Thank you for calling **[Practice Name]**. Did you know that your mammogram can now provide insight into both breast and heart health – during one exam?

[Practice Name] is proud to offer *Mammo with heart*, an innovative enhancement to traditional mammography that uses advanced, FDA-cleared AI technology to identify the presence of Breast Arterial Calcifications, or BAC. While Breast Arterial Calcifications are usually benign, its presence may indicate an increased risk of heart disease and could signal the need for further evaluation.

There's no additional radiation, no extra appointment, and no added effort—just valuable information from the mammogram you're already scheduling.

Ask our team about *Mammo with heart* at your next visit. Because caring for your breast health also means caring for your heart.



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Project: Provider and Staff FAQs (Internal Use)

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Does Mammo *with heart* diagnose heart disease?

No. Mammo *with heart* does not diagnose heart disease. It identifies BAC, which may indicate increased cardiovascular risk and help inform whether further evaluation is appropriate.

Does this change the mammogram exam for patients?

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- No additional imaging
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Who interprets the results?

BAC findings are reviewed by our team of breast-specialized radiologists as part of the mammogram interpretation.

What happens if BAC is identified?

Breast arterial calcifications are one of many risk indicators. If BAC is present, the patient's provider should review appropriate next steps with the patient based on individual factors and clinical judgment.

Are there any patient populations for whom this service has not been established or validated?

The effectiveness of cmAngio in patients with devices (e.g. pacemakers), implants, and other foreign artifacts, along with visible breast trauma or injury has not been established. Therefore, patients with any of these conditions should not be offered cmAngio BAC analysis.



Project: Provider and Staff FAQs (Internal Use) *(continued)*

How should staff explain Mammo *with heart* to patients?

Mammo *with heart* is an added layer of insight from your mammogram that looks for signs that may be linked to heart health—without requiring extra time or radiation.

Is there a cost for the patient?

Yes, Mammo *with heart* is optional but is not yet covered by insurance. Therefore, any patient who opts in will pay out of pocket for the additional study. The current price is **(XXX)**. **(customizable by practice)**



Project: Patient Letter Copy (Print or Patient Portal)

Welcome to a new era in women's health—where one exam can provide insight into more than one aspect of your well-being.

At **[Insert Practice Name]**, we're proud to offer *Mammo with heart*, an innovative enhancement to traditional mammography that allows your screening mammogram to provide insight into both **breast and heart health**, all without additional radiation or procedures.

Through our integration of AI-based software cmAngio® by CureMetrix®, your mammogram can now identify the presence of Breast Arterial Calcifications (BAC) — calcium deposits in the arteries of the breast that are usually benign, but may be associated with an increased risk of heart disease. This advanced technology delivers dual insights from a single exam, helping you and your care team take a more informed, proactive approach to your health.

With ***Mammo with heart***, you receive:

- Two important insights from one appointment
- No additional imaging or radiation
- No extra time or effort—just more information from the mammogram you already need

To learn more about Breast Arterial Calcifications and *Mammo with heart*, please visit: **[Insert website landing page link]**

Taking the next step is easy. Schedule your screening mammogram online at **[link to online booking system]** or contact our office at **[insert contact details]** to book your mammogram or add *Mammo with heart* to your already scheduled mammogram.



Project: Referring Physician Email or Letter Template

Subject: Announcing Mammo *with heart*: New AI-Enabled Insight from Screening Mammography

Dear Referring Physician,

We are pleased to announce the upcoming launch of Mammo *with heart*, a new service powered by cmAngio® by CureMetrix®, at the following locations:

[Insert Locations]

This service is expected to be live beginning **[Insert Date]**.

Mammo *with heart* is an innovative enhancement to traditional screening mammography that leverages cmAngio®, an FDA-cleared, AI-based software solution that detects the presence of Breast Arterial Calcifications (BAC) directly from a standard mammogram. No additional imaging, radiation or patient appointment is required.

cmAngio® automatically generates a structured scorecard for review by the breast-specialized radiologist, enabling consistent identification and documentation of BAC findings. As supported by published research, empowering women and their care teams with this information may support more informed cardiovascular risk discussions when clinically appropriate.

How Mammo *with heart* may benefit your patients:

- Identifies patients with BAC who may benefit from further clinical consideration based on age, medical history and overall risk profile—patients who might otherwise go undetected
- Enables longitudinal comparison of BAC findings over time to help assess changes in a patient’s health profile
- Provides visual context that may support patient understanding, engagement and adherence to recommended lifestyle changes or follow-up care



Impact on Referring Physician Workflow

We recognize the importance of balancing clinical insight with workflow efficiency. cmAngio® offers an adjustable operating point that allows sensitivity to be aligned with defined clinical goals. While we anticipate that the increased consistency and sensitivity of AI-assisted detection may identify more patients with BAC present, we do not expect more than approximately 15–20% of screened patients to be identified, with only a subset requiring referral to their **(practice to customize based on group type)**.

Our goal with Mammo with heart is to provide meaningful, actionable information—without unnecessary burden—while supporting a proactive, preventive approach to women’s health.

If you have any questions about this service or would like additional information, please do not hesitate to reach out. We are happy to discuss clinical workflows, reporting, or implementation details.

Sincerely,

[Executive Sponsor Name]

[Title, e.g., CEO, Practice Administrator]

[Practice Name]





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