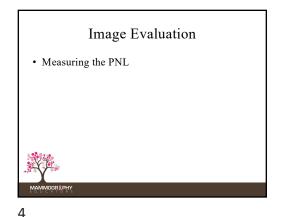
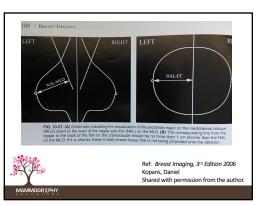
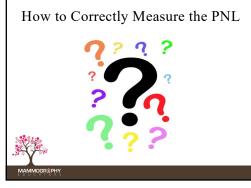


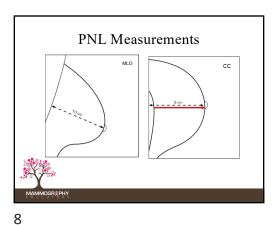
Example of BAD information found online







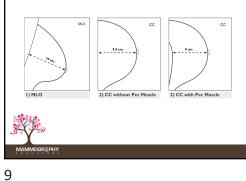


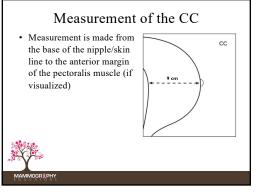




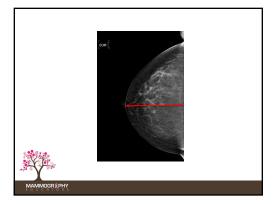
Inadequately positioned Mammogram

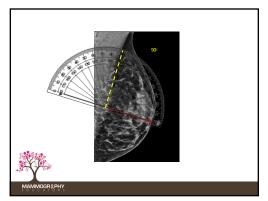
Well-positioned Mammogram

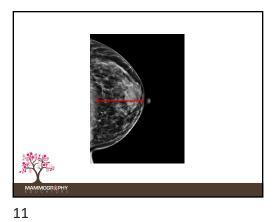


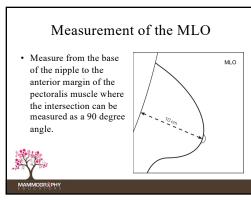




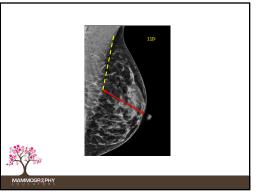


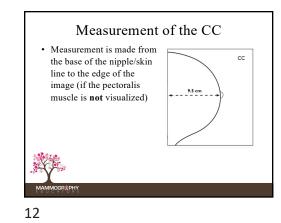




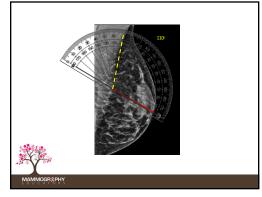


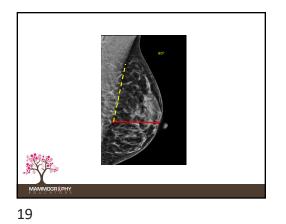


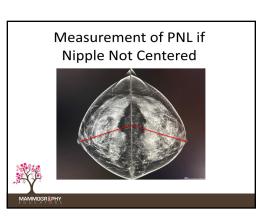


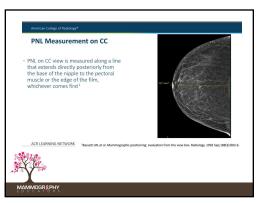


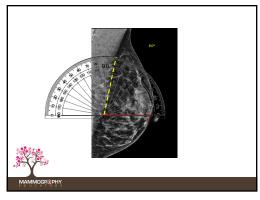






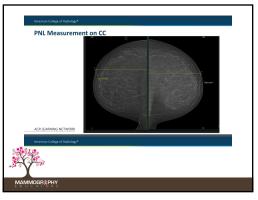


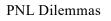






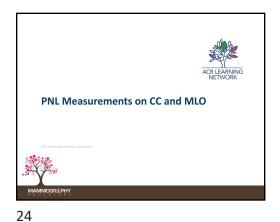


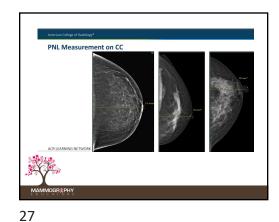




- What if the nipple is not centered?
- What if there is inadequate muscle is (short or concave) on the MLO?
- What if the nipple is not in profile?

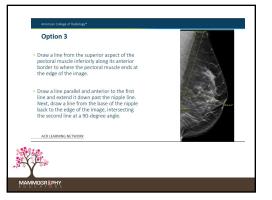
















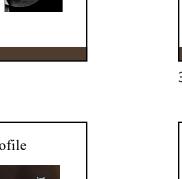




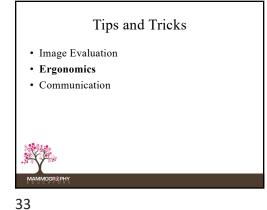
































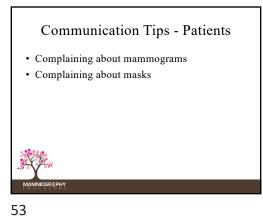


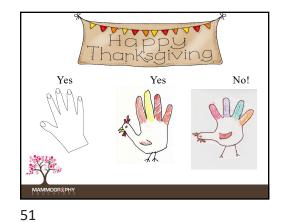






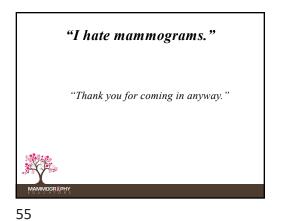


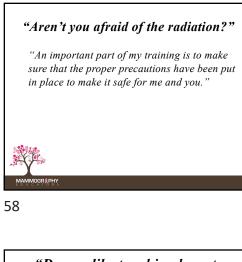




Communication Tips - Patients
FEAR and ANXIETY cause most people to:
Be crabby/complain
• Be angry
Do crazy things
Say crazy things
in an effort to gain some 'control' over the situation.



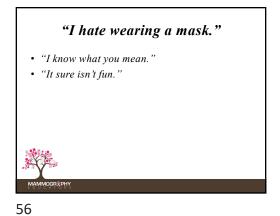




"Do you like touching breasts all day long?"

"No, of course not, I just want you to have the best mammogram possible."



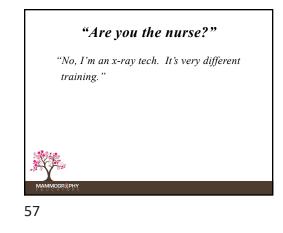


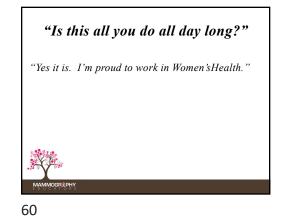


59

Tips for Scripts

- Don't get defensive
- Remember, it's not personal
- Anxiety creates some "interesting"
 actions/reactions
- Do NOT make fun of your patients or their behavior
- How would you act in this same situation?





Act Don't React

- Offer the patients correct information and reassurance.
- Get her in....and out quickly.
- Tell her what you are going to do *before* you do it.
- Invite her into a partnership.



