

MISSION AND MOTIVATION

The Critical Role of the Mammographer

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MAMMOGRAPHY

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What's Changed?

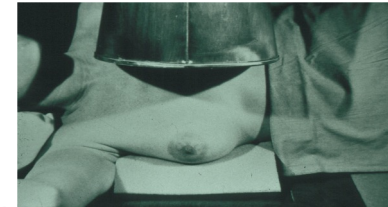
- Card board cassette to Xerography
- Xerography to FS
- FS to FFDM
- FFDM to DBT



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Cardboard cassettes



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Xerography



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Pat Troyer, X-ray Technologist, shows a completed mammogram and the xerography equipment at Base Clinic Hospital which has helped detect cancer early in hundreds of women the last three years. A balloon for compression is placed over the breast and spreads the tissue to produce a clear picture of the interior.



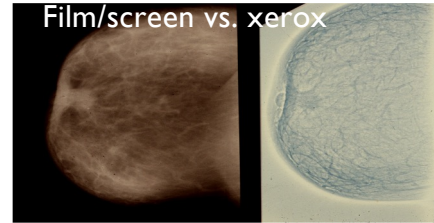
Xerography produces a highly detailed picture on plastic coated paper. A physician specialist (fluoroscopist) can interpret the picture without the use of the special viewing apparatus usually needed for most films. This view of both breasts shows a primary diagnosis—a non-malignant condition of the breast.



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Film/screen vs. xerox



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Full Field Digital Mammography



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Digital Breast Tomosynthesis

- This technology has been tested since the 1990s
- Invented by Dr. Daniel Kopans at Harvard Medical School/Massachusetts General Hospital
- Approved by the FDA in 2011



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FS - FFDM - DBT

- Increased width in Face Shield
- Increased thickness and length of IR compared to the bucky



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**With change comes
challenge *and* opportunity**



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CHANGE IS NOT EASY, BUT...

- IT IS CHALLENGING
- IT IS SOMETHING DIFFERENT
- IT CAN BE FUN!!



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How you approach change will
directly affect success!

BE POSITIVE!!

AND STAY CALM.....



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STAY FOCUSED ON WHAT IS IMPORTANT



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Motivation and Mission

Patients and Perspective



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Motivation

- How do we motivate others
- How do we keep ourselves motivated



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Mission

- Our aspirations as individuals
- Our aspirations as a group



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Patients

Why we do what we do



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Perspective

How we look at things



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DISTORTED PERSPECTIVE



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BURN OUT AND STRESS



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IN TIMES OF STRESS

- Remember your mentor or someone you have mentored
- Remember the patient who thanked you for being kind
- Remember something that was personal and positive related to your work



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This is personal!

Each and every patient belongs to someone.

Take the time to see them as such.



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Remembering this will help us focus on the commitment we have made as health CARE professionals



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ARE YOU TOO BUSY?



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What about your commitment to your work?

Why are you doing this in the first place?



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Committed to a Cause

- Gives us a sense of competence about ourselves and others
- Helps us focus our energy
- Is a positive outlet for our energy
- Creates a positive identification
- Connects us with our Spiritual self



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When we are committed

- Emotional support
- Empathy
- Engage with our self and others
- Utilize our inner resources to guide us



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Committed to a Cause

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Committed to a Cause

- We benefit emotionally
- Create interdependence
- Add to our mental well being



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COMMITTED TO COMPASSION



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HAVING PRIDE IN WHAT YOU DO




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PRIDE

Acknowledging all that you have...and all that you have accomplished *with* humility....but *without* arrogance



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INDIVIDUAL AND COLLECTIVE PRIDE

Experiences in which we can say


“I....we....did this well!”



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Being of service to one another, one colleague, one patient, one life at a time, one moment at a time is essentially what the role of the breast health professional is all about....



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BEING PROUD OF WHAT YOU DO...AND YOUR SPECIAL ROLE AS A LINK IN THE CHAIN OF LIFE



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Pride we can feel when we are

- Kind
- Compassionate
- Mentoring
- Teaching
- Motivating
- Sharing
- Healing
- Helping



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Making a difference



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