

Mission and Motivation The Critical Role of the Mammographer

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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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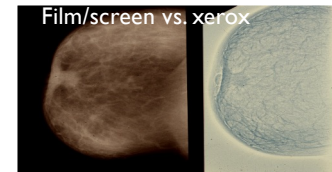
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Film/screen vs. xerox



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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

- Gives us a sense of competence about ourselves and others
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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 | • Motivating |
| • Compassionate | • Sharing |
| • Mentoring | • Healing |
| • Teaching | • Helping |



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Making a difference



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Thank You!

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