

Mission and Motivation: The Critical Role of the Mammographer

Louise C. Miller, R.T.(R)(M)(ARRT), CRT(M), FSBI, FNCBC
Director of Education, Mammography Educators



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What's Changed?

- Cardboard cassette to Xerography
- Xerography to FS
- FS to FFDM
- FFDM to DBT
- Use of AI



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Cardboard Cassettes



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Xerography



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Pat Troyer, X-ray Technologist, shows a completed mammograph and the Xeroradiography equipment at Bass Kaiser Hospital which has helped detect cancer early in hundreds of women over the past three years. A balloon (or sometimes a clear plastic plate) compresses the breast and spreads the tissue to produce a clear picture of the interior.



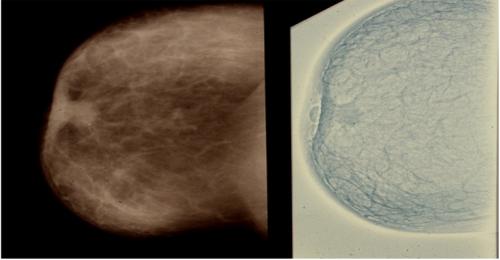
Xeroradiography produces a highly detailed picture on plastic coated paper. A physician specialist (fluoroscopist) can interpret the picture without the use of the special viewing apparatus usually needed to read X-rays. This view of both breasts shows mammary dysplasia—a non-malignant condition of the breast. If



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Film/Screen vs. Xerox




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X-ray Film Processor




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Full Field Digital Mammography (FFDM)



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Digital Breast Tomosynthesis (DBT)



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Digital Breast Tomosynthesis (DBT)

- 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

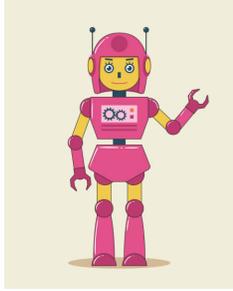
- Increased width in face shield
- Increased thickness and length of IR compared to the bucky



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The Use of AI



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Artificial Intelligence for Image Evaluation

- Uses algorithms to 'score' specific characteristics of each image
- Based on the evaluation of images by radiologists and technologists
- Millions of images worldwide in data bank



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Artificial Intelligence for Image Evaluation

- Evaluates specific positioning criteria
- Identifies deficiencies
- Identifies areas of excellence!
- Can also identify areas that need improvement with instructions and/or videos on how to improve!
- Should provide references and/or instructions for improvement



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Source: Augusto Tomas

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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 is 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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Mission, Motivation, Patients and Perspective



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Mission

- What you do now
- For whom
- How you do it
- What it achieves



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Mission

- Our aspirations as individuals
- Our aspirations as a group



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Motivation

- Setting goals
- Attitude
- Success
- Performance
- Support
- Ideas



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Stress and Burnout



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In Times of Stress, Remember...

- Your mentor or someone *you* have mentored
- The patient who thanked you for being kind
- 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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Committed to a Cause

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



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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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We ARE...
Saving Lives with Early Detection



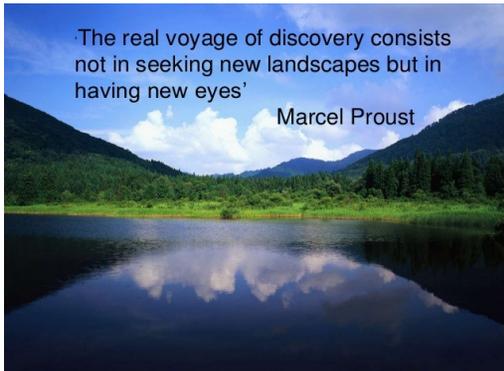
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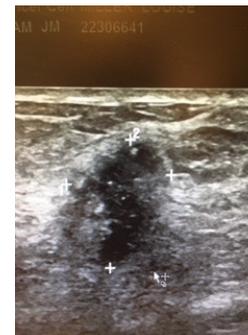
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The real voyage of discovery consists
not in seeking new landscapes but in
having new eyes'

Marcel Proust



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619-663-8269

mammographyeducators.com

info@mammographyeducators.com



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