

# Mission and Motivation: Elevating the Heart of Mammography

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## What's Changed?

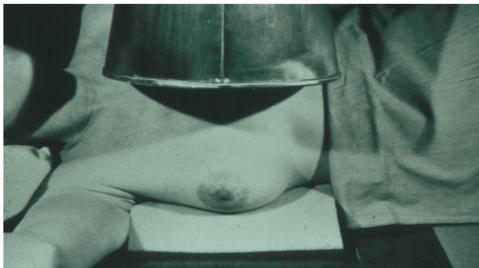
- Card board cassette to Xerography
- Xerography to FS
- FS to FFDM
- FFDM to DBT
- Use of AI



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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.*



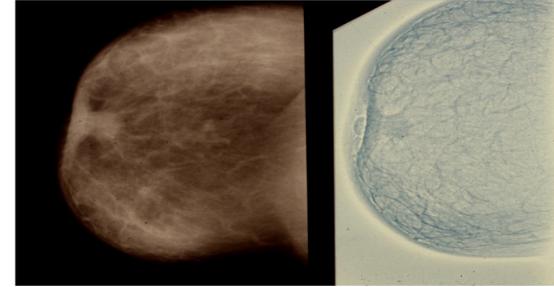
*Xeroradiography produces a highly detailed picture on plastic coated paper. A physician specialist (Radiologist) can interpret the picture without the use of the special viewing apparatus usually needed to read X-rays. This view of both breasts shows mammary dysplasia—a non-malignant condition of the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



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## Film/Screen vs. Xerox



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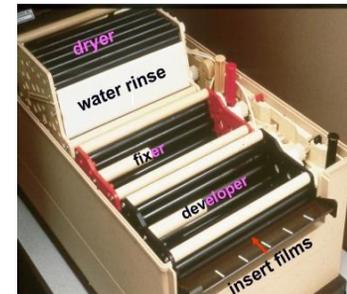
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## Xray Film Processor



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## Full Field Digital Mammography



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## Digital Breast Tomosynthesis - DBT



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## FS – FFDM – DBT

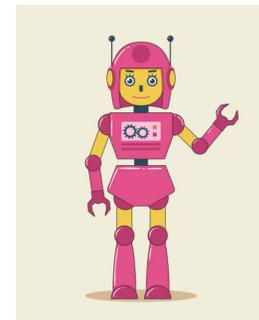
- Increased width in face shield
- Increased thickness and length of IR compared to the bucky



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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 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!
- Also can identify areas that need improvement with instructions and/or videos on how to improve!
- Should provide references and/or instruction 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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## Motivation

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



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## Patients: Why We Do What We Do!



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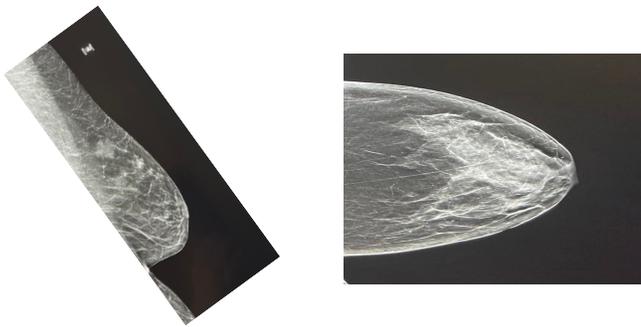
## Perspective: How We Look at Things



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## Distorted Perspective



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## Stress and Burnout



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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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## Committed to a Cause

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



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## Committed to a Cause

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



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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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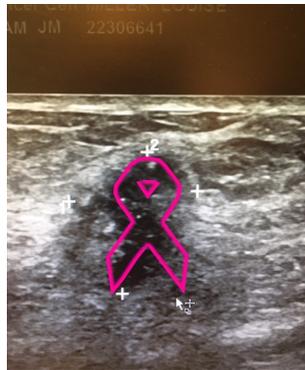
# We ARE... Saving Lives with Early Detection



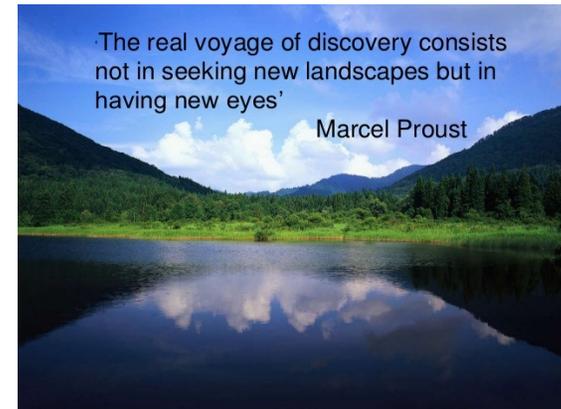
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