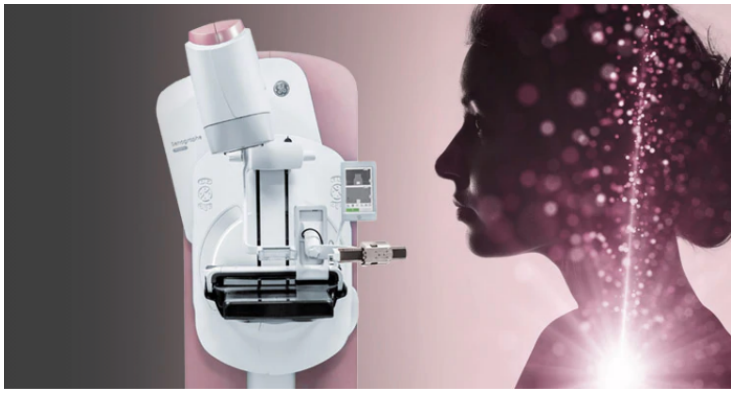
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GE Healthcare unveils first contrast-enhanced guided biopsy solution

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To help empower clinicians and patients in their fight against breast cancer



GE Healthcare has announced the availability of Serena Bright™ in the United States. Serena Bright™ is the industry's first contrast-enhanced guided biopsy solution and will help empower clinicians and patients in their fight against breast cancer.

Receiving U.S. Food and Drug Administration 510(k) clearance in June, this technology allows clinicians to conduct breast biopsy exams with contrast guidance using the same mammography equipment, in the same room and with the same staff as the screening or diagnostic mammogram.

Serena Bright may help decrease these delays, allowing follow-up biopsy procedures to be done in a matter of days, rather than waiting several weeks for MRI biopsy. When compared to MRI-biopsy guided therapy, the potential benefits of Contrast Enhanced Spectral Mammography (CESM) biopsy include shortened procedure time and improved overall patient experience.

Key to this technology's application is GE Healthcare's SenoBright™ HD CESM, a diagnostic breast exam with iodine-based contrast that provides high sensitivity for more accurate breast cancer diagnosis. By highlighting areas of unusual blood flow to localize lesions that need to be biopsied, CESM biopsy – Serena Bright™ – provides excellent image quality to help improve clinical confidence.