

Carolina Breast Imaging Specialists celebrates its 4th anniversary on November 4



Dr. Schroeder continues to be one of the leading worldwide educators in 3D mammography. This past summer he was invited to Singapore where he visited 7 hospitals while introducing radiologists and primary care physicians to 3D mammography and the latest breast imaging technology. Dr. Schroeder has been invited to speak on breast density and risk at the upcoming Eastern Ahec mammography seminar and also at the North Carolina Ultrasound Society meeting in Chapel Hill.

CBIS will be celebrating Breast Cancer Awareness Month throughout October with small gifts for patients. On Friday October 20, in celebration of National Mammography Day, they will be repeating their very popular discount to uninsured women. On that day, a 3D Screening Mammogram will cost only \$190 (after the self-pay discount). This is the same price as we offered in 2016. In addition, CBIS will be open on "black" Friday November 24th with additional discounts available that day.

Carolina Breast Imaging Specialists celebrates its 4th anniversary on November 4, 2017. Dr. Bruce Schroeder and Dr. Susan Barnes are Eastern North Carolina's most seasoned breast imaging specialists with over 50 years combined experience. The practice continues to grow rapidly with offices in Greenville and Wilson as well as providing service at all Vidant facilities. We recognize that people are much more likely to complain than praise but at CBIS we are very proud to frequently receive thank you cards from patients and all 5-star online reviews from patients who appreciate our support and warm, caring service during some very difficult times.

2017 saw many milestones and accomplishments. We reached 24,000 patients and nearly 40,000 exams since opening. Even though more and more patients are making the switch to CBIS, we are still committed to providing the best personalized experience, often in under 20 minutes from entry to completion. Many busy patients appreciate our walk-ins and same day appointments.

As a designated "Breast Imaging Center of Excellence" and certified "Diagnostic Center" we are able to offer the full range of breast imaging services including 3D mammography (which is performed on ALL patients with no out-of-pocket cost for most screenings), breast ultrasound and non-surgical breast biopsy. Contrast enhanced mammography has been very popular as an alternative to the less comfortable and much more expensive MRI. Patients who need or prefer MRI can have it done at Vidant and request that CBIS "read" it. In 2017, we instituted a "no cost" second opinion service for patients who have been told they need a breast biopsy. Research shows that over 50% of breast biopsies recommended by non-specialists are unnecessary. Patients have been so appreciative of the peace of mind they get when told they are "OK" and don't need a biopsy. Patients who do need a biopsy feel more confident that they really do need to undergo the procedure.

CBIS has continued to be a leading site in the research and development of the latest technologies. In 2017 CBIS was the leading site for research on Computer Aided Detection in 3D mammography. CBIS was the first site in the U.S. and is still the only site in North Carolina to use 3D-CAD (at no additional charge). In addition,