



## **FOR IMMEDIATE RELEASE**

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### **BREAST CENTER RECOGNIZED AS CENTER OF EXCELLENCE**

*Johnson & Johnson names Center for use of Mammotome® Breast Biopsy System*

**PHOENIX (May 13, 2003)** — Phoenix Baptist Hospital & Medical Center's Breast Center has been named a Center of Excellence by Johnson & Johnson for its use of the Mammotome® Breast Biopsy System, a minimally invasive procedure requiring local anesthesia and an incision the size of a match head. The biopsies are performed on an outpatient basis in less than hour. In the past, a breast biopsy required invasive surgery with a full incision and open surgery site that could be painful and result in scarring or even disfigurement.

The highly accurate procedure involves inserting a small probe into a quarter-inch incision and, using guidance imaging, directing it to the suspicious area. A tissue sample is then vacuumed out for evaluation. Patients can return to their normal routine immediately afterward, with only a small adhesive bandage over the incision site.

In a recently published edition of *the Journal of the American College of Surgeons* a panel of top cancer experts urged doctors to expedite the use of the proven technology of minimally invasive breast biopsy. The panel also concluded, limited patient access to available alternatives and treatment options are limiting the strides in diagnosis and treatment of breast cancer. According to a survey conducted by Roper Starch for the National Alliance for Breast Cancer Organizations (NABCO) and Ethicon Endo-Surgery, Inc., a Johnson & Johnson company, more than two-thirds of the women who undergo the traditional open surgical biopsy were not aware that they had any options.

Of the more than one million breast biopsies performed in the U.S. each year, approximately 80 percent result in a benign (non-cancerous) finding. For those patients whose biopsies do reveal

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breast cancer, tremendous advances are being made in treatment, with new and more effective techniques and therapies. The Breast Health Center at Phoenix Baptist Hospital offers women a full range of advanced options for both diagnosis and treatment, as well as a variety of resource and support groups.

*Phoenix Baptist Hospital and Medical Center* was founded 40 years ago in 1963. Today it is a 216-bed community teaching hospital located in the center of Phoenix with convenient access from all areas of the Valley. Phoenix Baptist Hospital is an acute care hospital providing complete inpatient and outpatient medical and surgical services. Phoenix Baptist Hospital is recognized for providing advanced cardiovascular care including open-heart surgery, noninvasive procedures, diagnostic and rehabilitation. The hospital also offers comprehensive orthopedic, breast health, maternity, radiology and 24-hour emergency services. To learn more about Phoenix Baptist Hospital & Medical Center, visit [www.phoenixbaptisthospital.com](http://www.phoenixbaptisthospital.com).