



the association for medical
imaging management



Contacts:

Mike Suddendorf – msuddendorf@ahraonline.org

AHRA - Director of Marketing

641.361.9665 mobile

Karen DiBernardo

Are You Dense Advocacy, Inc.

989.894.4880

kadmedia@aol.com

**AHRA Board of Directors endorses the efforts
of Are You Dense Advocacy, Inc.**

*Communication and organizational resources allow members to play important
role in early breast cancer diagnosis.*

SUDBURY, MA, April 5, 2013 – AHRA: The Association for Medical Imaging Management (AHRA) Board of Directors has endorsed Are You Dense Advocacy, Inc. and its efforts to standardize the communication of dense breast tissue. This includes support of breast density notification laws and expanded insurance coverage screening legislation. Connecticut was the first state to enact both laws. Other states, including Texas, Virginia, New York, and California, now have breast density notification laws. Fifteen state breast density bills have been introduced in 2013 and the reintroduction of the federal breast density bill is forthcoming.

“With a strong national footprint, representing nearly 5000 medical imaging leaders, the AHRA board felt that it was our duty to support the development of these laws throughout the United States to effectively reduce the mortality rate among women with dense breast tissue,” said Carlos Vasquez, RT(R), CRA, FAHRA, FACHE, AHRA President. “By creating an effective communication process and leveraging the resources available through our respective imaging centers, hospitals, and health systems, we can provide this high risk population with access to a potential early diagnosis.”

In the interest of public health, safety, and prevention, the AHRA Board of Directors supports Are You Dense Advocacy’s mission to use regulatory, state, and federal legislative efforts to standardize the communication of dense breast tissue to women across the country. “Most women are unaware of the fact that they have dense breasts, as well as the potential risk factors associated with their situation,” said Luann Culbreth, RT(R)(MR)(QM), CRA, FSMRT, FAHRA,

AHRA Past President. “By ensuring there is a process for breast density notification, as well as insurance to cover appropriate screenings, our members who facilitate screening mammography can play a significant role in identifying cancers in early stages and ultimately save lives.”

“We are thrilled to have the expertise of AHRA and its members as they join us to ensure that all women, regardless of where they live or who their doctor is, understand the risks and screening challenges of dense breast tissue. Having the endorsement of medical imaging leaders will provide women with strong legislative advocacy to standardize the communication of dense breast tissue across this country,” added Dr. Nancy Cappello, President and founder of Are You Dense Advocacy, Inc. More information on state, federal, and regulatory efforts initiated by Are You Dense Advocacy, Inc. can be found at www.AreYouDenseAdvocacy.org.

About AHRA (www.ahraonline.org)—AHRA: The Association for Medical Imaging Management is the professional organization representing management at all levels of hospital imaging departments, freestanding imaging centers, and group practices. Founded in 1973, AHRA’s 5000 members reach across the country and around the world. AHRA offers a complete slate of professional development programs including a comprehensive selection of educational conferences and seminars, networking opportunities, award winning publications, and the Certified Radiology Administrator (CRA) credential.

About Are You Dense Advocacy, Inc. (www.AreYouDenseAdvocacy.org)—Are You Dense Advocacy, Inc. is a 501(c)(4) nonprofit charity with the mission of employing regulatory, state, and federal legislative efforts to standardize the communication of breast tissue to women. The charity was founded by Nancy M. Cappello, PhD in 2011, after her successful landmark legislative advocacy as Connecticut became the first state in the country to standardize the communication of dense breast tissue through the mammography report. Additionally, Connecticut has also enacted expanded insurance screening coverage for women with dense breast tissue.

Dr. Cappello also founded Are You Dense Inc. (www.AreYouDense.org), a 501(c)(3) public charity, after her advanced stage breast cancer diagnosis within weeks of a normal mammogram report and a decade of normal reports preceding her diagnosis. Its mission is to educate the public about the risks and screening challenges of dense breast tissue.