

*Ukiah Valley
Medical Center*



Marketing/Development
275 Hospital Drive
Ukiah, CA 95482
Phone: 707-463-7606
Fax: 707-463-7384

FOR IMMEDIATE RELEASE

Date: August 11, 2005

CONTACT: Jarrod McNaughton, Administrative Director, Marketing & Development
707-463-7606

**UKIAH VALLEY MEDICAL CENTER INSTALLS NEW,
STATE-OF-THE-ART DIGITAL MAMMOGRAPHY SYSTEM**

Ukiah Valley Medical Center has acquired a new digital mammography system that enables its physicians to better detect and diagnose breast cancer in patients. The innovative digital system provides outstanding image quality and clear, highly detailed images of the breast. Ukiah Valley Medical Center's new Senographe[®] DS full-field digital mammography system, acquired from GE Healthcare, is the most modern mammography equipment available to patients today.

"Now UVMC's physicians and the patients of Northern California have a new and powerful tool in the detection and fight against breast cancer," said UVMC Radiologist Randy Bivens, MD. "This new, all-digital system is revolutionizing breast care by providing our patients with state-of-the-art mammograms that are faster, easier and more comfortable than ever before, while providing our physicians with highly detailed images to use in the diagnosis."

According to the American Cancer Society, it is estimated that new cases of breast cancer will be diagnosed among 211,240 women and 1,690 men in 2005. An estimated 40,870 women and 460 men will die of this disease.

“This new digital technology will help us provide the most advanced care for our patients by providing clear, high-detailed images, which is the first step towards an accurate diagnosis and getting a patient on the proper treatment plan to good health,” said UVMC President & CEO Mark E. LaRose.

The Senographe DS is a full-field digital mammography system designed to help UVMC provide comprehensive mammography patient care – from screening and diagnosis, to interventional procedures. Plus, the system has a patient-centric design and intuitive controls that allow the technologists who perform the exams to focus on the patients, making the mammography exam an easier and more comfortable experience. For the physician, it provides greater flexibility in viewing the exam and performing biopsies.

UVMC’s Senographe DS is equipped with computer aided detection (CAD) software called “Image Checker.” The new software acts as a radiologist’s “second pair of eyes” when reading a mammogram. Similar to a spellchecker system on a personal computer, this technology has the potential to detect findings that might otherwise be overlooked during the review process, thus improving the opportunity for cancer detection.

For more information or to schedule at mammogram at UVMC, call 707-463-7333.

###

Ukiah Valley Medical Center is part of Adventist Health, a not-for-profit, faith-based health system operating in California, Hawaii, Oregon and Washington. Founded on the Seventh-day Adventist heritage of Christian health care, Adventist Health is comprised of 20 hospitals with more than 3,100 beds, 18,800 employees, numerous clinics and outpatient facilities, 16 home care agencies and three joint-venture retirement centers. Locally, UVMC and Howard Memorial Hospital partner to provide Mendocino and Lake County Residents the very best in healthcare. For more information, visit www.uvmc.org or www.adventisthealth.org.

ATTENTION MEDIA: Photos available upon request.