



## Banner MD Anderson Cancer Center's Mobile Mammography Unit

### INVESTMENT OPPORTUNITY:

#### The Big Pink Bus: Mobile 3D Mammography Service

Despite the fact that mammograms remain the only screening test proven to reduce breast cancer deaths through early detection, 32% of women with health insurance and 69% of those without health insurance do not get annual mammograms. Inconvenience is a frequent barrier, as women often cite being "too busy," the long distance to an imaging site, or lack of transportation as reasons to avoid mammograms.

With breast cancer being the most common cancer worldwide in 2021, easy access to mammograms—known to reduce breast cancer deaths by 30% to 40%—is critical. Digital Breast Tomosynthesis Mammography, known as 3D mammography, has quickly become the gold standard, offering greater accuracy, reducing false positives and the anxiety they bring, finding more cancers than conventional mammography, and detecting invasive cancers sooner.

A mobile 3D mammography unit will allow Banner MD Anderson to directly address these barriers, bringing mammography to women across the Valley, especially to underserved and out-of-reach communities.

Mobile mammography offers patients close, convenient and affordable screening services from Banner Health and access to its integrated care delivery if further diagnostics or treatment is needed. The mobile unit will also make early breast cancer detection accessible at special events, health fairs, and businesses.

### Breast Cancer by the Numbers:

Breast Cancer affects nearly 1 in 8 women in the United States, with about 85% of breast cancers occurring in women with no family history of the disease.

Breast cancer is the most commonly diagnosed cancer for women in Arizona. More than 5,800 women in Arizona will be diagnosed and some 900 will die from breast cancer in 2021, per the American Cancer Society.

Only about 64% of Arizona women are up-to-date with their screening mammograms. On average, mammograms detect five breast cancers among every 1,000 women screened.

Breast cancer death rates are about 40% higher for African-American women in the U.S. than Caucasian women. And, African-American women are often diagnosed with late-stage breast cancer when treatment options are limited, costly and the prognosis is poor.

Women of low socioeconomic status are almost twice as likely to be diagnosed with advanced stage breast cancer and have breast cancer death rates 13.7% higher than women of higher socioeconomic status.



Making Cancer History®



**“All women should undergo screening mammograms once a year, starting at age 40. We know that for many women, accessing services can be a hurdle. Having the ability to provide a mobile mammography unit to reach our patients in their communities will help meet the needs of thousands of women.”**

*- Dr. Vilert Loving, Chief of Breast Imaging, Banner MD Anderson Cancer Center*

### The Big Pink Bus

Banner MD Anderson Cancer Center will launch a mobile mammography unit called The Big Pink Bus, offering convenient access to high-quality screening and patient navigation to help women through the health care continuum: from outreach and education, risk reduction, screening



*Artist's rendering for illustrative purposes only.  
Actual design of mobile unit may differ.*

and detection, diagnosis and treatment, through to survivorship or end-of-life care. Mobile mammography can reduce healthcare disparities by bringing care to communities that may lack nearby access, education and information, and/or transportation, and increase screening rates among all women by minimizing disruption to their professional and/or family obligations.

In the first year, the goal for The Big Pink Bus is to be scheduled 200 days in the community with 20 mammograms per day, reaching approximately 4,000 women.

Women who choose mobile mammography can expect the same exceptional patient care they would experience at one of Banner MD Anderson's mammography imaging locations. Scheduling, testing, follow-up, and referrals will be a seamless experience, and patients will have expedited access to Banner MD Anderson Cancer Center's specialized breast oncologists and surgeons. All mammograms are interpreted by radiologists who are specifically trained to read mammograms, and all Banner MD Anderson radiologists are faculty at MD Anderson Cancer Center, one of the top-ranked cancer centers in the nation.

### Philanthropic Investment Opportunity

Equipped with some of the latest technology, the vehicle requires \$1 million in philanthropic support. Gifts will provide immediate access to potentially life-saving screenings to our friends, family, and neighbors in the Valley. Donor recognition opportunities are available on the unit.

**Gifts of cash, pledges paid over multiple years, non-cash assets such as stock, and planned gifts are all welcome.**

- Mail checks payable to Banner Health Foundation/Mobile Mammography to Banner Health Foundation, 2901 N. Central Avenue, Suite 160, Phoenix, AZ 85012.
- Donate online at <http://give.bannerhealth.com/cancer>
- To discuss a multi-year pledge, estate gift, or a gift of non-cash assets, contact Linda Lotz, Chief Development Officer, at 512.751.7830 or email [Linda.Lotz@bannerhealth.com](mailto:Linda.Lotz@bannerhealth.com).