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### About HerSpace: Breast Imaging Associates

**HerSpace: Breast Imaging Associates** ([www.herspacebreast.com](http://www.herspacebreast.com)) is the culmination of Founder and Medical Director Dr. Beth Deutch's dream for the way breast imaging services should be for every woman: superior, timely care in a welcoming, serene environment.

Opened in 2002, HerSpace is designed with one goal in mind: to put women at ease in a comfortable, soothing environment, offering compassionate care, while pursuing the clinical objective of detecting and diagnosing breast cancer at its earliest, most curable stage.

#### **Soothing Setting**

HerSpace is an alternative to what is now a frustrating, often anxiety-filled experience for both radiologists and their mammography patients. Traditional facilities require a prolonged wait, lengthy appointment process as well as complicated referral paperwork for follow up ultrasounds or other unexpected complications that can arise during a visit and a cold, clinical hospital-like setting. At HerSpace, routine mammogram appointments are scheduled within two weeks, with immediate results provided by Dr. Deutch and her staff. Abnormalities are reviewed immediately; biopsies are performed during the same visit with results provided within 48 hours. A patient who already knows she may have a problem will receive an appointment within 48 hours and, whenever possible, on the same day she or her physician calls. Dr. Deutch and her staff will personally walk every patient through the images, explain what is revealed and answer any and all questions.

The surroundings at HerSpace are serene and spacious with calming waterfalls, curved alcove walls for privacy, and a tranquil courtyard garden view.

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Patient wear a comfortable spa-like, waffle-weave full-length robe rather than the traditional flimsy paper hospital gown.

### **Reading The Mammogram**

Healthcare advocates nationwide strongly recommend that mammograms be read by a radiologist who specializes in breast-imaging detection and diagnosis. As with any potentially life-threatening disease, the difference between being seen by a specialist and a generalist could make all the difference in finding the cancer early, at its most curable stage.

The women who come to HerSpace will have the peace of mind of knowing they are under the care of one of New Jersey's most experienced and credentialed mammography radiologists. Dr. Deutch has read more than 100,000 mammograms and performed thousands of biopsies. She has seen the disease in all of its forms and knows how to image every conceivable body type in order to maximize detection. And, Dr. Deutch was among the first radiologists certified by the State of New Jersey to perform digital mammograms.

### **Advanced Technology Offers Early Detection**

Equally critical to successful diagnosis is technology. Many advances have been made in recent years in both mammographic imaging and mammographic diagnosis. Studies of new digital mammography show it can provide a far better image of dense breast tissue that is difficult to read with conventional x-ray mammography. Image-guided needle biopsies, including the stereotactic mammotome, which Dr. Deutch helped pioneer at Sloan Kettering, have saved thousands of women from unnecessary surgery. HerSpace offers the most advanced technology including digital mammography and breast MRI (magnetic resonance imaging) to aid detection and diagnosis. MRIs are performed at a nearby accredited facility.

### **Mammographies Save Lives**

The National Cancer Institute, American Cancer Society and the Susan G. Komen Breast Cancer Foundation universally acknowledge that mammograms

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are responsible for reducing the death rate from breast cancer by 30 percent. Healthcare organizations recommend all women 40 years or older have a routine screening once every one or two years.

The reason is clear: only mammograms can detect breast cancer long before it can be felt by a hand examination. And the earlier it's detected, the more curable it is.

### **HerSpace Delivers Compassionate Care**

Dr. Deutch believes that the only way to give the women of the area the compassionate, specialized breast imaging and biopsy services they want and deserve is to take a completely new approach from the traditional delivery model: one that doesn't depend on the insurance reimbursement structure now hamstringing traditional mammography practices.

Insurance companies don't cover the actual cost of the technology, materials and staffing required to create and interpret a mammogram. As a result, mammography as a subpractice of either medical institutions or general radiology centers, is a losing proposition with no additional funding for staff to increase bandwidth, minimize waits, purchase new technologies that can increase the detection rate and minimize patient discomfort. In worse case scenarios, mammogram units are actually closing their doors. For HerSpace to deliver on its promise and be financially viable, mammography will be provided on a fee-for-service basis. The new center's staff will work with patients to maximize reimbursement from their insurance carriers. HerSpace will remain within the Medicare network for the benefit of older, retired patients.

## **To Schedule An Appointment**

Today, HerSpace, in the forefront of care and technology, is regarded as one of the premier breast imaging and diagnostic centers in the metropolitan region. HerSpace is located in Monmouth Corporate Park I, Building A, Suite 130, 187 Highway 36 in West Long Branch, N.J., minutes from Garden State Parkway Exit 105. Call 732-571-9100 to schedule an appointment; visit [www.herspacebreast.com](http://www.herspacebreast.com) for additional information and detailed directions.

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