



PRESS RELEASE

Friends Foundation to Raise \$1.1 Million to Help with the Early Detection of Breast Cancer

Breast screening and early detection will save lives

October 21, 2021 (**Moncton**) – The Friends of The Moncton Hospital Foundation will raise \$1.1 Million for two 3D Mammography Screening Units for the Katherine Wright Centre (KWC) to help with the early detection of breast cancer. This upgrade will allow for the transition from a conventional Digital Mammogram (2D image) to Digital Breast Tomosynthesis (3D image) technology resulting in optimal patient care, improved patient experience and better outcomes.

Dr. Jean-Pierre Martel, Radiologist and Co-Clinical Department Head at The Moncton Hospital, says it's simple – this standard of care in breast cancer detection is the best for our patients, clinicians, and radiologists.

“This state-of-the-art technology is a game-changer allowing for superior imaging and more confident assessment of breast abnormalities at an earlier stage, ultimately saving lives,” says Dr. Martel.

Detecting and treating cancer earlier, before it has spread, is one of the most impactful ways to decrease mortality.

Over 10,000 patients are screened at the KWC annually. This 3D technology, which is used to look for breast cancer in women who have no signs or symptoms, will improve the patient experience by offering shorter and more comfortable screening mammography procedures.

The current two screening units located in the KWC were purchased by the Friends of The Moncton Hospital Foundation in 2008. These units are aging and need to be replaced with the latest technology. The units were advanced at that time but are now considered “end of life” by the manufacturer and replacement parts will become unavailable in the next few years.

Campaign Co-Chairs Dr. Heather Tait and Ryan Dillon, encourage donors to give to advance breast cancer screening at The Moncton Hospital.

“In our community, virtually everyone knows someone who has received the results of their mammogram and heard the unsettling news that they are now battling breast cancer. The good news is that breast screening and early detection will save lives,” remark Dr. Tait and Dillon.

To donate please call the Friends at (506) 857-5488, visit online at www.FriendsFoundation.ca/Donate or mail to the Friends of The Moncton Hospital Foundation, 135 MacBeath Avenue, Moncton, NB E1C 6Z8.

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The Friends of The Moncton Hospital has been the philanthropic arm of The Moncton Hospital since 1965. We work to inspire giving to fund new technologies, innovation, renovated spaces and placing the right tools in the hands of our medical staff to strengthen patient care.

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Friends
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