

The Pulse Newsletter

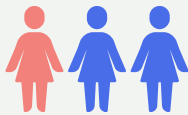


BY THE NUMBERS



1% yearly increase

In breast cancer incidence rate in recent years. It is thought to be attributed to risk factors, from having excess body weight to not having children.



1 in 3

Of all new female cancers yearly in the U.S. is breast cancer; making it the most common cancer amongst women.

Source: [American Cancer Society](#)



KNOW THE DIFFERENCE?

A **mammogram** is an x-ray of the breast and can help determine what area the follow-up diagnostic mammogram should focus on.

A **breast ultrasound** uses no radiation; instead, it uses sound waves to create detailed images of the breast. Normal breast tissue and cancerous tissue both appear white on a mammogram. An ultrasound can help detect the cancerous tissues.

FOCUS

Breast Cancer Awareness

Each October, attention turns to breast cancer awareness—a time dedicated to increasing understanding and raising funds for prevention, treatment, and finding a cure.

With 1 in 8 women expected to be diagnosed with breast cancer in their lifetime, this month's edition is all about thinking pink and learning more about the cause.



DETAIL

Let's think pink!

By Isaac A. Cruz, Sr. Population Health & Wellbeing Consultant

Recent studies and research are pushing the boundaries of early detection, personalized treatment, and improved survival rates, especially for harder to treat subtypes of breast cancer. This month, we're focusing on the latest advances regarding breast cancer.

- **Artificial Intelligence (AI):** Built in Cornell University labs, [Medara](#) was founded in early 2025 and focuses on improving early breast detection with AI. They leverage AI to forecast 5-year cancer risks based on 3D mammography images.
- **Imaging:** There have been advances in imaging where less radiation can be used while keeping image quality high. A new technology called "c-view" can [reduce radiation dose by 40%](#).
- **Hormonal medicines:** There are medicines, such as tamoxifen, raloxifene, and exemestane, that have been shown to help lower breast cancer risk for women at higher risk. [Researchers](#) are focusing which groups of women benefit the most from these drugs.

While advances are taking place, there is still a long way to go. It's important to know one's risks for breast cancer and understand when to get checked. The [American Cancer Society](#) has recommendations about when to get checked based on age and risk factors.