Reduce patient anxiety & stress during breast exams to improve patient comfort: SensorySuite

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Many women still avoid mammograms

Mammography exams are perceived as uncomfortable, unnerving, and intimidating.

One-fourth of all women avoid mammograms out of worry or fear.¹

Less than 70% of American women aged 40 and older have had a mammogram in the last two years.²

¹ Aro et al., Breast Cancer Research & Treatment 2001, 70:145-153
² According to the Centers for Disease Control and Prevention
Reasons for not attending screening

Worry of fear represents 21% of non-attendance.

Pain of mammography represents 44% of worries of fear.

1 Aro et al., Breast Cancer Research & Treatment 2001, 70:145-153

Fear of pain is the leading cause of mammography screening non-attendance.
Mammography and perceived pain

“58% women reported unpleasant mammogram experience, causing pain and bruising”.

“1 out of 6 women refused to get further mammograms based on their painful experience”.

“58% of women considered the mammography exam to be painful at some degree”.

Perceived pain is a concern for most women attending screening mammography.
Acute pain is a powerful and adaptive mechanism, a symptom of alarm essential for survival.

There is no pain center. Pain is a complex psycho-physiological process.

Acute pain may be perceived as undesirable, but is essential for survival.

Godinho et al., Eur J Pain 2012, 16:748-759
Mammography and perceived pain

“Some women attributed their pain to unnecessary harsh treatment by the technician”.

“Efforts to make women feel at ease during screening might not only decrease anxiety but also pain”.

“Women who were more afraid of breast cancer were more likely to experience pain”.

Sensitive technologists, efforts to make women feel at ease, and breast cancer awareness may reduce discomfort during screening mammogram.

Drossaert et al., J Med Screen 2002, 9:168-175
Impact of distraction on pain perception

“Brain responses to laser stimuli were obtained in 15 subjects under attentive & distracting conditions”.

“Although stimulus intensity was kept constant, it was perceived as significantly higher when subjects attended the stimulation”.

Distraction of the patient may reduce perceived pain.

Garcia-Larrea et al., Neuroreport 1997, 8:3785-3789
Impact of pain on pain perception

“Several studies have shown that anticipation of pain is an important predictor of actual pain during mammography”.

Stomper et al., Arch Intern Med 1988, 148:521–524
Aro et al., Eur J Cancer 1996, 32:1674–1679

“Pain leads to increased anxiety about having the next mammogram, whereas increased anxiety seems to cause increased pain.”.

Drossaert et al., J Med Screen 2002, 9:168-175

Reducing patient’s anxiety may reduce perceived pain.

GE imagination at work

« Scientific communication designed for IBDC 2013 – Not to be distributed or used for commercial purpose ». 
Impact of communication on pain

“Giving women information about the procedure prior to the mammogram may reduce pain and discomfort”.

Information is key to improve patient’s comfort:
- Breast cancer awareness
- Inform at home
- Inform in the facility
- Inform in the exam room

Miller et al., Cochrane Database of Systematic Reviews 2008, Issue 1. Art. No.: CD002942

More information may reduce pain and discomfort
Effect of sense immersion on pain

“Distracting patients by immersing them in a virtual world, sometimes by using a video game, appears to help reduce pain — even in elderly patients who aren’t used to such exposure”.

“Stimulating several senses at once can help reduce discomfort and relieve pain”.

Soliciting several senses at the same time may reduce the discomfort and relieve the pain.


http://www.reuters.com/article/2011/06/14/us-pain-reality-idUSTRE75D0F020110614

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Visual experience
Olfactive experience
Sound experience
Take mammography to a whole new place.
Centered around your patient.

By focusing on the woman, we’ve re-invented the experience...and addressed many of the reasons why women avoid mammography.
Surrounding your patient senses.

SensorySuite stimulates three of a woman’s senses simultaneously to help distract from anxiety and make the experience less intimidating.

Stimulating several senses at once can help reduce discomfort and relieve pain*

(*) Source Reuters, June 2011
http://www.reuters.com/article/2011/06/14/us-pain-reality-idUSTRE75D0F020110614
Mammography for the mind.

**SensorySuite**

- An all-encompassing interactive experience.
- Designed to stimulate a woman’s senses to distract her from the perceived discomfort, pain, and anxiety of a mammogram.
- Designed for you... to control the experience you want to offer your patients.

* SensorySuite configuration may vary depending on your facility’s product selection.
Stand out.

SensorySuite can help you:

- Improve the experience for your patients.
- Promote the high level of patient care you provide.
- Differentiate your healthcare facility from others in your area.
- Increase patient compliance with screening mammography.
More than an exam. An experience

* SensorySuite gives control to each patient to choose the environment ambiance she prefers for her mammogram.

* Choices include 3 ambiances: Garden, Seaside, Waterfall.
Taking mammography to a whole new place.

In the exam suite.

Using the in-room tablet PC remote control, your patient chooses the ambiance she finds most relaxing.
Taking mammography to a whole new place.

In the exam suite.

Scent

A scent diffuser gently infuses the air with SensorySuite’s light, calming fragrance.
Taking mammography to a whole new place.

**In the exam suite.**

**Sight**
Decorative wall panels in a choice of 3 ambiances and two sizes add to the mood for the selected ambiance.

A flat-screen monitor displays a slide show of photos of the selected ambiance.
Taking mammography to a whole new place.

**In the exam suite.**

**Sight & Sound**
A flat-screen monitor displays soothing video and relaxing ambient sounds of the selected environment.
Taking mammography to a whole new place.

In the waiting room.

The woman visualizes the SensorySuite experience on a tablet PC.

Sight
Decorative wall panels show the Seaside, Garden, and/or Waterfall ambiances to help set the mood.
Taking mammography to a whole new place.

In the waiting room.

Scent

The woman chooses a Seaside, Garden, or Waterfall bookmark with an accompanying bracelet infused with the corresponding scent.
Taking mammography to a whole new place.

At home.

The SensorySuite experience starts when a woman chooses your facility for her mammogram.

Interactive online presentation that you can post on your facility’s website to explain and promote your SensorySuite exam*.

* Availability may be limited in certain countries and regions.
Taking mammography to a whole new place.

In your community.

Marketing tool kit*:

- Letter to referring physicians
- Fact sheet and press release for local PR efforts
- Patient reminder card
- Pictures and short video
- Interactive patient presentation for your facility’s web page

*Availability may be limited in certain countries and regions. In the U.S., materials are available for download on GE’s get creative website.
Taking mammography to a whole new place.

**In your community.**

A comprehensive SensorySuite marketing tool kit*

🎉 Advertise and promote your SensorySuite solution to women and referring physicians in your area.

* Availability may be limited in certain countries and regions.
SensorySuite.
Take mammography to a whole new place.