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Care for a Massage with Your Free Mammogram?

FLINT, MI (June 17, 2011)—In observance of National Women’s Health Week, RMI (Regional Medical Imaging), a leading women’s imaging provider based in Flint, announced in early May that they would offer free screening mammograms to up to 50 area women who had been impacted by unemployment or were otherwise unable to pay for a mammogram.

Forty-one patients took RMI up on the offer, scheduling appointments ahead of time for the May 14 event at RMI’s Lennon Road office. RMI radiologists, including breast imaging expert Nanci Mercer, M.D., donated time to interpret the mammograms, which RMI’s radiology technicians performed at no cost to the patients.

As patients arrived, they were greeted with some unexpected, pleasant surprises. RMI collaborated with local businesses to donate items for “goody” bags that each woman could take home. Other vendors had staff on-site to provide spa-like services that would appeal to the patients, including massages, paraffin hand treatments, and mini manicures, as they waited for their exams.

While they enjoyed and appreciated the amenities, the understanding of the health implications of a free mammogram was much deeper for the patients—some of whom said they had gone for years without a screening.

“Out of the 41 screening mammograms we performed, roughly 10 percent required additional followup tests such as breast ultrasound or a diagnostic mammogram,” said Dr. Mercer, adding that one patient needed a breast biopsy.

“Helping 41 patients may not seem like a lot in the context of the total number of unemployed or uninsured, but it was all-important to these patients,” said Dr. Mercer. “The number of suspicious



findings illustrates just how crucial screening mammograms are to identifying treatable cancer or other breast disorders that might otherwise go undetected.”

Dr. Mercer stressed that, even though times are tough, women can’t afford to skip their annual mammograms.

“There are options in the community for those who can’t pay or have a limited ability to pay,” she said. “As a widely recognized and respected imaging provider in the area, RMI put together a high-visibility event that will hopefully set an example, encourage women to stay on track with preventive healthcare, and help them understand that they do have options—even if they’re uninsured.”

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About RMI

RMI began in 1985 as a private, outpatient-based imaging facility with a goal of offering patients an alternative to hospitals for radiology services. Today RMI continues its commitment of providing state-of-the-art equipment in a patient-friendly atmosphere at its offices in Flint, Fenton, Grand Blanc and Davison. For more information, visit www.rmipc.net.