



## **ASX RELEASE**

### **Volpara Health to Bring Image-enhanced Reporting Directly to Women**

Wellington, NZ, 26th October 2020: [Volpara Health Technologies](#) ("Volpara," "the Group," or "the Company"; ASX: VHT), a health technology software company whose integrated breast care platform assists in the delivery of personalised patient care, is today pleased to announce the launch of one of our new strategies, with the attached announcement of a partnering agreement with the Sheila R. Veloz Breast Center at Henry Mayo Newhall Hospital in California to bring image-enhanced reporting directly to women.

Dr Ralph Highnam, the Group CEO of Volpara Health Technologies, said, "This announcement marks the first step in empowering women with more personalised information about their breast health, and in particular about their breast composition. Volpara is strongly placed to lead this initiative with world-leading expertise in breast composition, breast composition display, and a complete workflow solution which ends with the generation of patient letters. Those letters have been too complex for too long and we're convinced carefully constructed imagery can convey far more than just words. This marks another first for the industry as we continue to innovate to help prevent advanced stage breast cancer."

### **Authorisation & Additional Information**

This announcement was authorised by the CEO Dr Ralph Highnam.

## **ENDS**

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### **About Volpara Health Technologies Limited (ASX: VHT)**

VHT is a health technology software company founded in 2009 on research originally conducted at Oxford University. VHT's clinical functions for screening clinics provide feedback on breast density, compression, dose, and quality, while its enterprise-wide practice-management software helps with productivity, compliance, reimbursement, and patient tracking.

VHT's technology and services have been used by customers and/or research projects in 39 countries and are supported by hundreds of publications, numerous patents, trademarks, and regulatory clearances, including FDA clearance and CE marking. Since its listing on the ASX in April 2016, VHT has raised A\$132 million, including A\$37 million in April/May 2020. VHT is based in Wellington, New Zealand.

For more information, visit [www.volparahealth.com](http://www.volparahealth.com)



**Volpara Health is Partnering with Progressive Breast Health Clinics  
to Bring Image-enhanced Reporting Directly to Women**

Code Name: PROJECT THUMB

Mammography follow-up letters to include thumbnail images of women's individual mammograms to inspire participation in their breast health over time

SILICON VALLEY, 26 October 2020 – Today, Volpara Health and the Sheila R. Veloz Breast Center are joining forces to demystify potentially confusing breast health information with a simple visual way of engaging women with their mammography screening results.

"We send patient letters full of text that can be difficult to understand. Partnering with Volpara will enable us to provide images that speak far more than text can ever do. This communication tool is going to dramatically improve our patients' understanding of breast composition," said Mara Shay, RN Manager of Women's Imaging Services at the Sheila R. Veloz Breast Center.

The density of the tissue in a woman's breast is an important indicator not only for her risk of developing breast cancer, but also for the risk of that breast cancer being missed at screening. Volpara Health has pioneered AI software to objectively measure breast composition, building on original research by the company's founders at the University of Oxford. In the U.S., nearly half of all women over 40 have dense breasts. Many U.S. state laws mandate that breast density be reported to women in their exam results, including recommended follow-up options such as additional imaging beyond mammography.

A mammogram is the crucial first step for understanding a woman's breast composition. For years, women have received text-heavy follow-up letters after mammography with potentially critical information buried in the third paragraph. "Millions of women comply with their annual screening, yet they have never seen what their breasts look like in their actual mammogram. The addition of a woman's own images will make it easier to grasp the important concept of breast composition and tissue density, empowering women to better understand their breast health," said Katherine Singson, US CEO of Volpara Health. "This use

of technology to deliver personalized information will create more effective patient communications.”

Breast composition is categorized for all women into only four categories: A, B, C or D. Categories C and D are considered to be significantly dense. “We know our bra size throughout our life. Why shouldn’t women understand their breast composition given it’s a simple concept, especially if it could save their lives,” Singson said.

Leveraging Volpara’s mammography reporting system, breast composition measurement and display skills, the Project Thumb feature has the potential to reach over 25% of all screening-age women or approximately 10-million-plus patient mammography letters a year. “Personalized visuals can spark relevant conversations about breast health and what actionable steps women can take to be their own advocates. A picture is worth a thousand words,” Singson said. Volpara has deep experience in breast composition measurement and display.

“We are delighted to join Volpara as one of its first Project Thumb partners,” Shay said. “It aligns with our mission to provide women of all ages with education for making decisions about their breast health. Women’s breast composition is part of the foundation for creating a precision breast health plan.”

One in eight women in the U.S. will be diagnosed with breast cancer in her lifetime, according to the American Cancer Society. The data is clear: The sooner breast cancer is detected, the better the outcome for patients and the healthcare system.

The Sheila R. Veloz Breast Center at Henry Mayo Newhall Hospital is recognized as a Breast Imaging Center of Excellence by the American College of Radiology. It offers advanced technologies including the latest digital mammography and ultrasound detection, and state-of-the-art diagnostic and treatment technologies, to ensure patients the best possible outcome.

Volpara Health, the leader in breast image analysis and density assessment software, will make the Project Thumb feature – which is not intended for diagnostic purposes – available to its customers in 2021. Volpara’s AI-technology has been used by more than 13 million women across 39 countries and is installed in more than 2,000 leading facilities worldwide,

including top cancer centers in the United States. It has been the density measurement tool of choice for breast cancer research. The Volpara Breast Health Platform is supported by numerous patents, trademarks and regulatory registrations, including FDA clearance and CE marking.

### **About Henry Mayo Newhall Hospital**

Henry Mayo Newhall Hospital is a 357-bed not-for-profit acute care hospital serving the Santa Clarita Valley since 1975. In late 2019, the hospital opened a new patient tower that includes 90 private patient rooms and a new Center for Women and Newborns, also with all private rooms. Henry Mayo is an Advanced Primary Stroke Center and a STEMI Receiving Center. The hospital features state-of-the-art inpatient facilities, a neonatal intensive care unit, catheterization lab, infusion center, breast center and an outpatient surgery center. Additional services include cardiovascular, trauma, emergency, intensive care, maternity, surgery, wound care, spine and joint, behavioral health, and acute rehab, as well as cancer, imaging, lab, digestive, respiratory services and physical and occupational therapies. Henry Mayo Newhall Hospital is located at 23845 McBean Parkway, Valencia, CA 91355-2083. For more information, visit [henrymayo.com](http://henrymayo.com) or call 661.200.2000.

### **About Volpara Health**

Volpara Health provides an advanced AI software platform that works with a healthcare provider's expertise to enable a high-quality, optimized and personalized cancer screening experience. From the time a patient enters a clinic to the moment they obtain key results, the Volpara Breast Health Platform collects and analyzes information to better understand a patient's breast cancer risk, while also objectively evaluating image quality and workflow-improvement opportunities. These capabilities are being extended to lung cancer screening. The Volpara Breast Health Platform is supported by numerous patents, trademarks and regulatory registrations, including FDA clearance and CE marking, and is validated by a volume of peer-reviewed publications unrivaled in the breast screening industry. For more information, visit [Volparahealth.com](http://Volparahealth.com).

### **Media Contact for Sheila R. Veloz Breast Center**

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# Radiology Group

11551 SE 8th St  
Anytown, USA  
Phone 123-456-7890

10 May 2021

PATIENT ABC  
123 K ST  
ANYTOWN, USA

Patient ID: ABC0001

Dear Ms. ABC,

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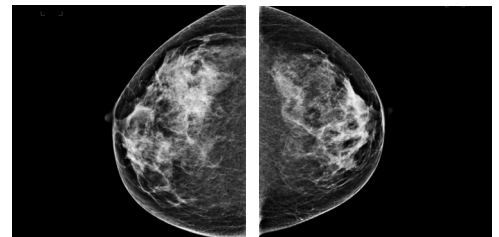
Sincerely,

Radiology Group

## Your breast composition information

### TOP-DOWN

Cranial-caudal (CC) view

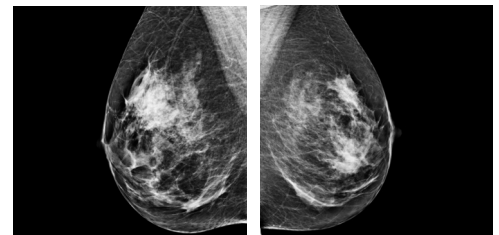


Right Breast

Left Breast

### SIDE-TO-SIDE

Mediolateral-oblique (MLO) view



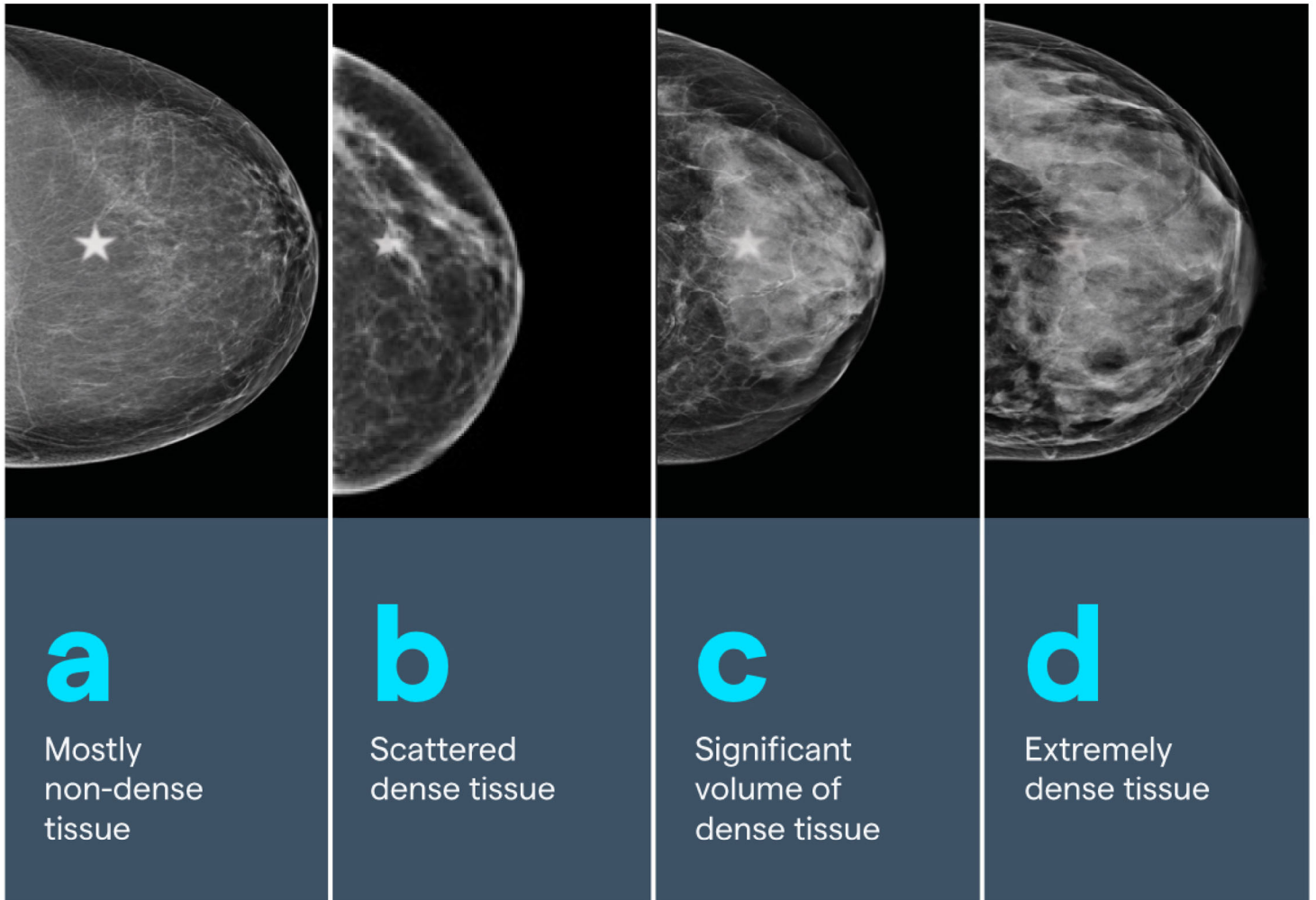
Right Breast

Left Breast

To further understand your breast composition, we've included thumbnail images from your recent screening mammogram.

Your breast composition is c.

For more information on breast health, please visit [www.website.com](http://www.website.com).



## Know Your Breast Composition

Mammograms are categorized into four different composition categories: a, b, c, d.

- > Breasts are composed of dense (fibroglandular) and fat (adipose) tissue.
- > Breast composition cannot be measured by touch (it requires a mammogram) and is unrelated to breast shape.
- > Breast composition can change over time due to age, genetics and other factors.
- > Having dense breast tissue is common; nearly half of women over the age of 40 in the U.S. have dense breasts.
- > Dense tissue can camouflage cancer, as both appear white on a mammogram.★
- > Dense tissue may increase your risk for developing breast cancer.
- > Women with breast composition c or d, or specific risk factors, may require additional screening.
- > Women should monitor their breast health over time and participate in regular screenings.

★ The star in the images represents how cancer may be hidden on a mammogram.