



A Caresfield  
CaresTalk

# Skin Markers: A Critical Tool In Breast Cancer Imaging

Education in Support of Breast Cancer Awareness  
Month



Thank you.

**By joining us today,  
you are making a  
small difference.**

Caresfield will donate \$10 for every registrant to the National Breast Cancer Foundation in support of breast cancer research.





**In collaboration with**

Suremark®: Precision Skin Marking & Labeling Systems



# Housekeeping

This presentation is being recorded.

Audience members will be muted and hidden.

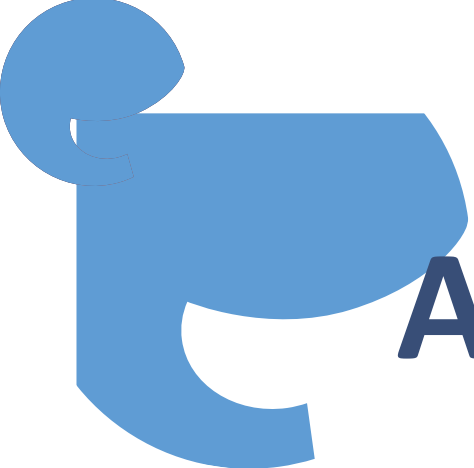
The screen slider can be used to adjust your view of the presentation vs. the speaker.

Please type questions into the chat and speakers will address them towards the end.



# Disclaimer

Information provided by Caresfield and Suremark is for general informational purposes only and does not constitute the practice of medicine, nursing, or other professional health care services. The content provided here is not intended to be a substitute for professional medical advice, diagnosis, or treatment.



# Agenda

Introductions & Background

Breast Cancer Statistics, Risks & Prevention

Precision Skin Marking During Mammography & Radiation

Q&A





## Nick Frugé

Sr. Director of Product Management  
Caresfield  
Minneapolis, MN



*I'm an engineer-  
turned-marketer who  
loves to solve  
problems.*

## Stefanie Bosshart, Ph.D.

VP, Sales & Marketing  
Caresfield  
Minneapolis, MN



## Danielle Earl

Chief Operating Officer  
Jessop Precision Products (Suremark)  
Mesa, Arizona



# About Caresfield



**30**

year-old, US-based  
manufacturer of labels and  
ID products

**5K**

customers ranging from  
hospitals to non-acute care  
facilities

**THE**

Premier ASCEND contracted  
supplier of labels & ID bands

**caresfield™**



# Awareness

Breast Cancer Statistics, Risks & Prevention

# Myths

## Common Misconceptions

MYT

### **A mammogram can cause breast cancer to spread.**

*Breast compression while getting a mammogram cannot cause cancer to spread and the benefits of mammography nearly always outweigh the potential harm from exposure to the very small amounts of radiation a patient is exposed to during a mammogram.<sup>1</sup>*

MYT

### **Men do not get breast cancer.**

*While the odds are smaller, men do have a risk of breast cancer and carry a higher mortality rate than women do, primarily because awareness among men means they are less likely to recognize signs and seek early treatment.<sup>1</sup>*

MYT

### **A BRCA1 or BRCA2 gene mutation means you will develop breast cancer.**

*A woman who has inherited one of these mutations is about 5 times more likely to develop breast cancer than a woman without the same mutation, but there are proactive ways to reduce individual risk.<sup>1</sup>*

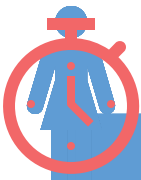
MYT

### **Everyone's breast cancer is the same.**

*The biology of breast cancer is as varied as we are. As such, the treatments and outcomes for each patient are different.<sup>2</sup>*

#### Sources:

1. <https://www.nationalbreastcancer.org/breast-cancer-myths/>
2. [https://www.breastcancer.org/symptoms/understand\\_bc/myths-facts](https://www.breastcancer.org/symptoms/understand_bc/myths-facts)



# How prevalent is breast cancer?

Statistics To Know

1 in 8 women will develop invasive breast cancer<sup>1</sup>

## In 2021, in the United States...

On average, every

# 2

## MINUTES

a woman is diagnosed with breast cancer in the United States<sup>2</sup>

# 3.8 MILLION

women with a history of breast cancer in the US<sup>3</sup>

# 63%

of breast cancer cases are diagnosed at a localized stage



5-year survival rate is<sup>2</sup>

# 99%

Sources:

1. <https://www.cdc.gov/cancer/breast/>

2. <https://www.nationalbreastcancer.org/breast-cancer-facts>

3. [https://www.breastcancer.org/symptoms/understand\\_bc/statistic](https://www.breastcancer.org/symptoms/understand_bc/statistic)



# Can I reduce my chance of breast cancer?

## Breast Cancer Prevention

**Keep a  
healthy  
weight**

**Exercise  
regularly**



**Limit alcohol**

**One of the most important things you can do to lower your risk of breast cancer is to know your risk of breast cancer.**



# What is my risk of breast cancer?

## Knowing Your Risk

- Your personal history of breast problems
- Your family's history of breast cancer
- Your breast density (the amount of connective and fatty tissue in your breasts)
- Your age (most breast cancers are found after age 50)
- Your menstrual and childbirth history
- Your history of radiation treatment therapy to the chest or breasts
- Your history with certain drugs or medications that are now linked to breast cancer
- If you or close family members have known mutations in your breast cancer genes



# What symptoms to look for?

## Warning Signs Of Breast Cancer

- New lump in the breast or underarm (armpit)
- Thickening or swelling of part of the breast
- Irritation or dimpling of breast skin
- Redness or flaky skin in the nipple area or the breast
- Pulling in of the nipple
- Nipple discharge other than breast milk, including blood
- Any change in the size or shape of the breast
- Pain in the breast



# What can be done to find breast cancer early?

## Breast Cancer Screening

1. Breast exam: a physical exam to inspect and palpate breast tissue for lumps or changes

Adult women (all ages) are encouraged to perform breast self-exams at least **once a month**

In-office exams by a clinician should be conducted **annually** or **any time you have a sign or symptom of concern**

2. Mammography: an x-ray picture of the breast, used to look for early signs of breast cancer

Women who are at average risk and are 50 to 74 years old are encouraged to get one every 2 years

- The American Cancer Society recommends screening every 2 years in women with average risk from ages 45 to 54, and annual screening beginning at age 55.

Women with a parent, sibling, or child with breast cancer, or women with other increased risk factors may benefit from beginning screening in their 40s

Most health insurance plans cover the cost of screening mammograms. Uninsured or low income individuals may also qualify for a free or low-cost mammogram through CDC's National Breast and Cervical Cancer Early Detection Program.

### Sources:

1. <https://www.cdc.gov/cancer/breast/>
2. <https://www.cancer.org/healthy/find-cancer-early/american-cancer-society-guidelines-for-the-early-detection-of-cancer.html>

# Patient Experience

## What to Expect During a Mammogram Screening

1. In private dressing room, patient will change into a hospital gown on their upper body
2. A technologist will take the patient to the imaging room with the machine
3. Stickers (skin markers) are placed to mark the patient's nipples and any moles or spots that will make the mammogram easier to read
  - Skin markers are the first product that a patient interacts with in their screening room
4. The technologist will situate the patient and place their breast on the pre-warmed plate of the machine and the breast will be compressed for a few seconds.



Nipple Markers



Mole Markers



Mass Markers



Pain Markers



Scar Markers

10 MINUTES

# Patient Feedback

## Suremark's Efforts to Improve the Patient Experience

"I will explain to anyone who will listen that Pinktober has become stagnant; we need to evolve from mere awareness to education, to full understanding of the even less-than-rah-rah-cheerful facts of breast cancer."

-Wendi(Blogger), the Cancer Curmudgeon

Source: [anothernewwiththecancer.com](http://anothernewwiththecancer.com)

"Research has found that the permanent tattoos remind breast cancer patients of their disease for years after treatment, lowering levels of body confidence and self-esteem."

-Rober Preidt (HealthDay Reporter)

Source: Cancer Research U.K., news release, Nov. 1, 2014



# Suremark

Precision Skin Marking During Mammography &  
Radiation



# About Suremark



~25

years of experience supporting healthcare imaging



to be the best performing markers you have ever used

THE  
**FIRST**

to provide and manufacture a lead-free skin marker





# Overview of Suremark

## Precision Skin Marking & Labeling Systems

Labeling systems tailored to communication needs of doctors, nurses, and technologists.

- Comprehensive product lines for tomography/CT, MRI, and X-ray imaging
- Specific markers designed for moles, scars, and palpable nodules
- Novel solutions for mammography
- Radiation labels and markers

# Mammography

## Suremark Labels, Tabs & Wire

Suremark Labels: most common style for general use nipple marking.

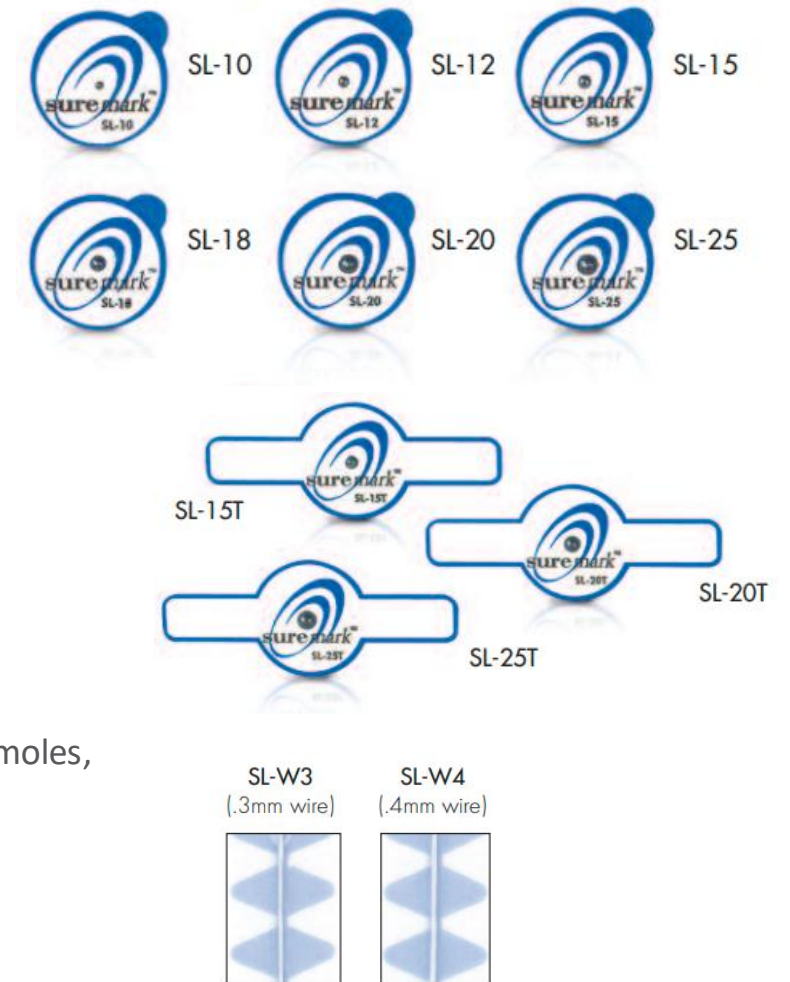
- Excellent label for distinguishing between a nipple shadow and lesion
- Reduce costly repeat examinations
- 1.0mm, 1.2mm, 1.5mm, 1.8mm, 2.0mm, and 2.5mm ball sizes

Suremark Tabs: couples advantages of regular Suremark labels with tabbed feature.

- Tab enables natural and conforming placement with more skin contact
- 1.5mm, 2.0mm, and 2.5mm ball sizes

Suremark Wire: valuable tool for marking scar tissue, for outlining palpable nodules, moles, entry points, and for use in CT scans.

- Available in 0.3mm and 0.4mm wire sizes



# Mammography

## Suremark Relief Tabs™

Mammograms are uncomfortable enough for patients without the painful removal of nipple markers.

- Unique, adhesive-free center won't stick to sensitive areas of the skin
- 1.5mm, 2.0mm, and 2.5mm ball sizes

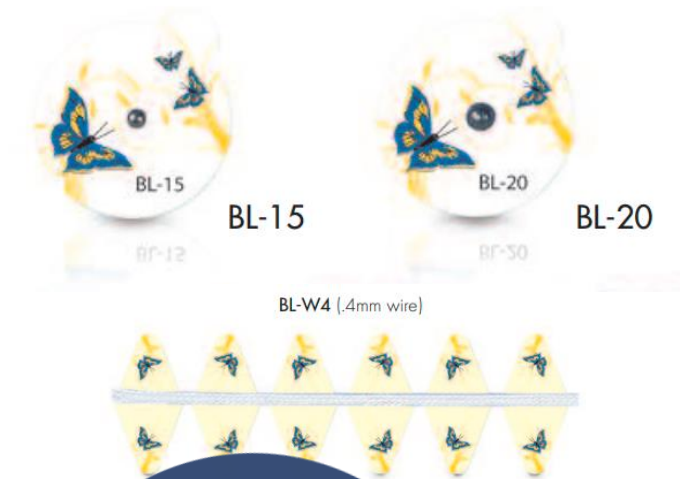


# Mammography

## BeautyLine™ Marks and Wire

The technical advantages of regular Suremark labels and wires with a soothing artistic flair.

- Artistic design takes the edge off of stressful examinations
- Labels available with 1.5mm and 2.0mm ball sizes
- Wire available in 0.4mm size



Butterflies are very often associated with transformation and rebirth. In some cultures, they are also connected to immortality and the representation of life after death.

*Note the absence of pink on Suremark's products*

Why  
Butterflies?

# Mammography

## ComfortMark™

Developed to be the most conformable and comfortable skin markers ever.

- Flexible, stretchable material
- Easy-peel tab
- Adhesive-free center
- Beautiful artwork to ease the stress of examinations
- Available in 1.5mm lead or 2.5mm non-metallic ball sizes



“In a way, the butterfly represents new life. After you’ve been through (breast cancer), you’re life is changed no matter what.”

-Sue Vutera (Two-time breast cancer patient)

Source: Advance Local Media, LLC (Melissa Burden, Flint Journal)

# Mammography

## Semi-lucent Markers

Clearmarks™: semi-lucent markers specially designed to clearly mark moles, entry points, and mass locations

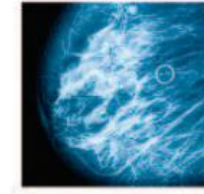
- Non-metallic

Clearline™: semi-lucent scar markers

- Low-density and non-metallic
- 0.8mm and 1.0mm wire sizes (larger sizes also available)



SL-MO



*Our BEST selling mole marker. SL-MO's semi-lucent design allows tissue directly under the marker to be clearly seen.*



SL-MOT - Tabbed Mole Marker



SL-SQ



SL-CR2



SL-T1



SL-A2



CL-8



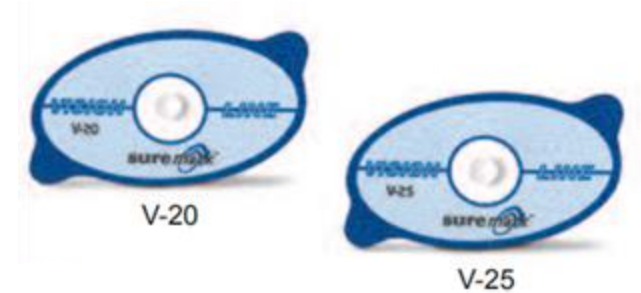
CL-10

# Computed Tomography

## VisionLine™ Series

Visionmark™ CT: offer consistent performance and accuracy

- Specially formulated non-metallic markers
- Easy-peel tabs
- 2.0mm and 2.5mm ball sizes



Visionmark CT Plus: reduce read time on CT scans with virtually no artifact

- Specially formulated non-metallic markers
- Easy-peel tabs
- 3.0mm, 4.0mm, and 5.0mm ball sizes

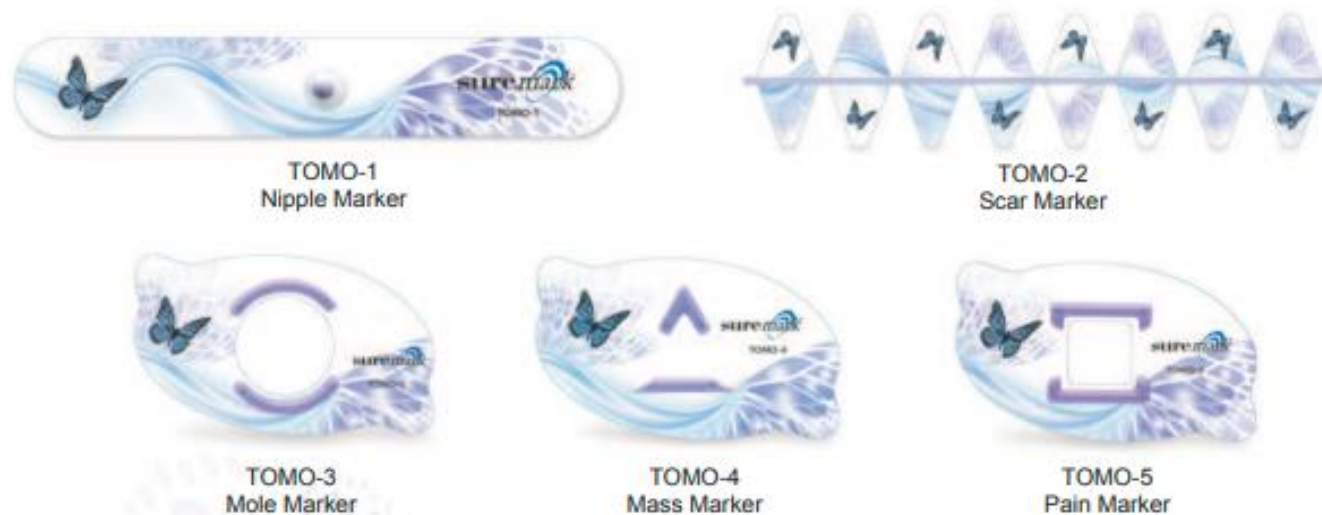


# 3D Breast Tomosynthesis

## Tomomark™

Designed specifically for 3-D Tomosynthesis scans and diagnosis.

- Semi-lucent markers provide clear and accurate visualization
- **Least potential for artifacts compared to other skin markers**
- Non-metallic formulation

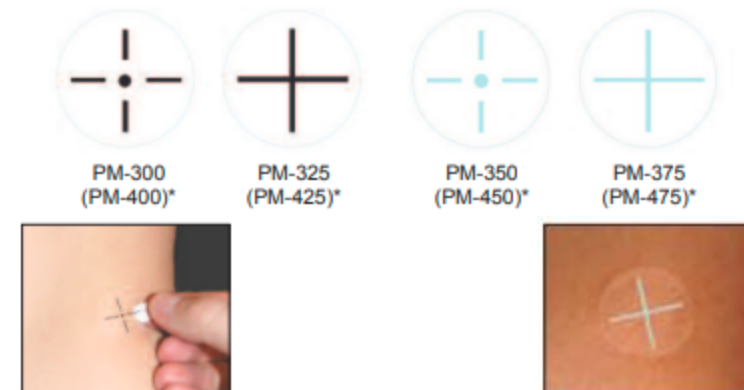
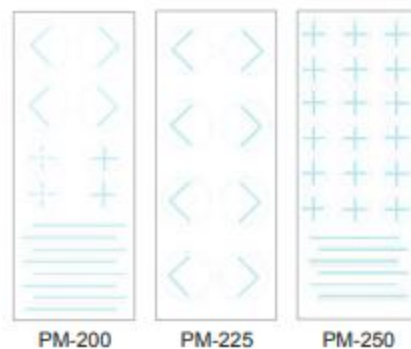
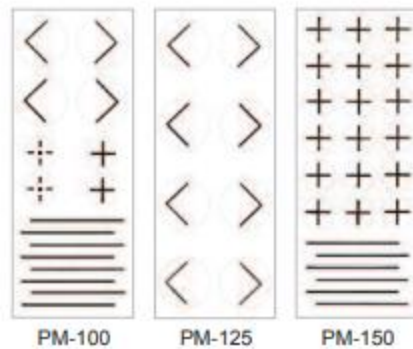


# Radiation Treatment Markers

## Portalmark™ Labels

Used in lieu of permanent or temporary tattoos to delineate radiation treatment areas.

- Premium, medical-grade adhesive
- Hypo-allergenic and non-latex adhesive properties are less irritating on patients' skin
- Constructed of waterproof, breathable material
- Unique Suregrip™ applicator discs ensure accurate placement without contaminating adhesive
- Comfort for up to 8 weeks



# Radiation Treatment Markers

## Powermark™

Design maintains all of the advantages of regular Suremark labels, with larger lead ball sizes for visibility in radiation therapy.

- Available in 3.0mm, 4.0mm, and 5.0mm ball sizes



SL-30



SL-40



SL-50

# Radiation Treatment Markers

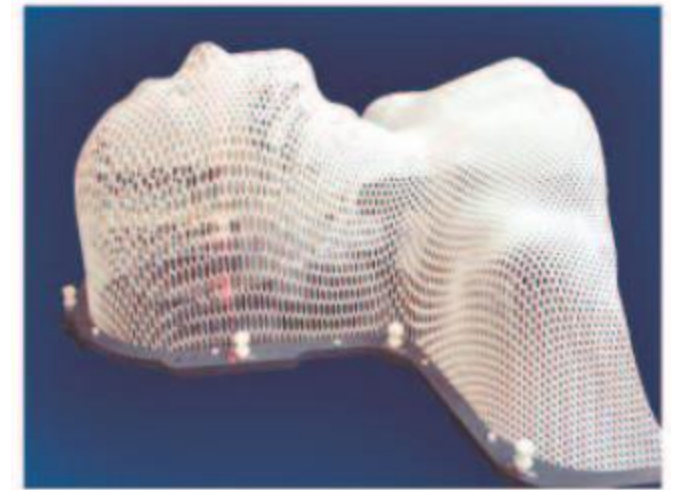
## Theramark™

Designed specifically for use on radiation therapy immobilization masks.

- Precision label allows technologists to accurately mark specific points for treatment
- Stay securely throughout entire treatment process
- Repositionable during initial setup
- Adhesive bond grows stronger over time
- Adhere directly to immobilization masks without the need for tape
- Non-medical-grade adhesive contains natural rubber latex



TM-25



# Radiation Treatment Markers

## Suremark Disposable Markers

Suremark Arrow™: especially useful to indicate foreign bodies, points of entry, ribs, and for use in radiation therapy.

- Easy-peel tabs with a 1mm x 8mm lead arrow
- Transparent, disposable label
- Best tool to use when a directional marker is preferred

Suremark Right and Left: disposable “right” and “left” markers are useful in a variety of situations where a disposable marker applied to the cassette is preferred, such as portable procedures, and isolation cases

- 1/2" (1.2cm) lead letter mounted on a 7/8" (2.23cm) x 1 7/8" (4.76cm) backing
- Easy-peel edge for convenient removal

SL-Arrow



*SL-Arrow being used to mark location of pain in patient*





**Questions**

& Answers

# Thank you!

## Reminder:

During the month of October, Caresfield will match 10% of any order for pink cohesive bandages\* with a financial donation towards breast cancer research.

\*while supplies last

