



Efficiency Without Sacrificing Patient Comfort

A diagnostic radiologist shares her experience with the LOCALizer[®] wire-free guidance system

When Norton Healthcare decided to switch from radioactive seeds to a wire-free breast lesion guidance system, they wanted to ensure they chose a system that would benefit both the facility and its patients. Diagnostic radiologist, Sarah Callahan, MD, needed accurate technology that was easy to use and ensured efficient appointments. The facility was able to meet those needs with the LOCALizer[®] Wire-Free Guidance System, which allows clinicians to uniquely tag each lesion and quickly locate them with a miniature radio frequency identification device, thus enabling a more efficient appointment.



Sarah Callahan, MD
Norton Healthcare
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Ease of Use

After five years, Dr. Callahan's health system wanted to move away from radioactive seeds due to complicated safety procedures and burdensome paperwork. In order to do so, the department chose to trial three wire-free guidance systems and was introduced to the LOCALizer[®] wire-free guidance system, which is designed to mark and guide to non-palpable breast lesions using a miniature radiofrequency identification (RFID) Tag.

Five to 10 patients were trialed per product, and medical professionals followed them throughout placement and surgery. The team, which included Dr. Callahan and spanned several hospitals in the Norton Healthcare network, took feedback from patients and physicians into consideration. One system caused some patients to experience increased pain and discomfort, while the other made it difficult for doctors to locate the lesions of concern during surgery. Ultimately, they selected the LOCALizer system.

"There are pros and cons to all products, but the [LOCALizer] delivery system was easy to use from my standpoint," said Dr. Callahan. "The RFID tags go where you place them and are easy to see on an ultrasound and during tomography."

The ease of use was crucial for Dr. Callahan and her team. "You don't want a clunky device that you have to hold along with the ultrasound probe. We're used to placing clips, and the Hologic system mimics that deployment style" she added.

Dr. Callahan also noted that the LOCALizer system was easy to adopt and integrate, "The staff is pleased with it. Anytime we introduce new technology, there is a learning curve, but with the LOCALizer system, there's been a smooth transition."

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In addition, it was important for Norton Healthcare that they adopt a guidance system that could be used in conjunction with different imaging modalities, including digital breast tomosynthesis on their Affirm[®] Prone breast biopsy system.

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Better for Patients

Using the LOCALizer system enhances the patient experience by decoupling the radiology procedure from surgery while facilitating a quick appointment. “The patient perception is worse the longer a procedure takes. With the LOCALizer system, they’re coming in for a quick placement and then they come back another day for surgery. Because patients are not anticipating surgery, there’s a huge reduction in anxiety. It’s essential in this day and age to keep things fast and efficient,” Dr. Callahan adds.

About 10 to 20% of patients experience vasovagal syncope during placement of traditional stiff wire-guided localization.¹⁻⁴ When using the LOCALizer system, Dr. Callahan noted this was not the case, which naturally results in a better patient experience. “I haven’t had a single episode since adopting the LOCALizer system. It’s so fast and so easily tolerated that we haven’t had any of that drama,” she said.

Furthermore, in the age of COVID-19, it is essential for medical centers to keep their waiting rooms from filling up when scheduling patients. The speed of the LOCALizer® procedure helps offices follow social distancing guidelines while keeping patient comfort a priority. “The faster the procedure, the emptier the room,” said Dr. Callahan.

Innovative RFID Technology

As Norton Healthcare continues to perform larger bracketed localizations post-mammography, the RFID technology in the LOCALizer system plays a critical role. Lesions can be easily found and distinguished from each other pre-lymphadenectomy, leading to a post-op result that is both aesthetically pleasing and curative.

The unique RFID tags are a standout for the system. Each lesion is given a RFID tag that includes an identification number preloaded into the needle applicator. The tags are designed to ensure there is no migration in breast tissue once they are implanted. A portable handheld reader then measures the ID number and the distance to the tag in millimeters, providing easy-to-read information throughout a procedure. The system functions without interference from other equipment in the operation room.

Surgeons and radiologists can easily distinguish between lesions and be sure of their location. “RFID is far superior to the technology used in the competitors. It has added to the accuracy and precision of my surgeon in the OR,” adds Dr. Callahan.

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For Norton Healthcare, the LOCALizer system has offered extensive benefits for both patients and medical professionals. Patients have peace of mind thanks to the quick procedure and are left with an outcome that is both aesthetically and medically sound. Procedures are executed efficiently with effective technology, benefitting surgeons and radiologists like Dr. Callahan. She notes, “Kudos to Hologic for nailing the technology. I’ve always been a huge fan of Hologic products.”

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Wire-free Guidance System