



ROCPRIVATE<sup>®</sup>  
CLINIC



# Breast clinic at ROC

Personalising breast care services

Providing excellence in the diagnosis  
and treatment of breast disease  
through personalised care

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To book an appointment, or find out more  
E: [aberdeen@rochealthservices.com](mailto:aberdeen@rochealthservices.com)  
T: 01224 515 254  
[rocprivateclinic.com](http://rocprivateclinic.com)

# Welcome to ROC

ROC believes that a healthcare business can only succeed through excellence, and continuously raising standards for patients

Our doctors have outstanding reputations and provide the very best care, supported by our investment in 5-star facilities and the latest developments in medical science.

Following a recent expansion, our Outpatient Centre on the outskirts of Aberdeen has a state-of-the-art Imaging Department and a team committed to providing excellence in breast care. We offer the best techniques for detecting cancer at the earliest possible opportunity and ensure that the most appropriate treatment can be delivered.

## Why is early detection of Breast cancer so important?\*

- Breast cancer is the most common cancer in women in Scotland, accounting for 29% of all those diagnosed, excluding non-melanoma skin cancer
- Breast cancer is the second most common cause of cancer death in women
- For women living in Scotland, the risk of developing breast cancer is 12%. This means 1 in 8 will develop breast cancer during their lifetime
- The earlier a cancer is diagnosed the higher the chances of beating the disease.



\*([www.scotpho.org.uk/health-wellbeing-and-disease/cancer-breast/data/scottish/](http://www.scotpho.org.uk/health-wellbeing-and-disease/cancer-breast/data/scottish/))

# Why the Breast Clinic at ROC?

- We have an internationally recognised Multi-Disciplinary Team (MDT), delivering the best breast health assessment available in the world
- ROC aims to be at the forefront in the identification of women at high risk of breast cancer, offering a personalised Breast Risk assessment to all patients
- ROC makes available highly accurate 3D mammography and breast density checks to all women referred to the clinic
- ROC is the only private healthcare facility in UK incorporating Breast AI (Artificial Intelligence) routinely
- ROC offers a complete breast assessment service including state-of-the-art genetic screening, breast imaging and breast biopsy diagnostic tests
- ROC recognises women have multiple concerns – our GPs, Gynaecologists, Fertility Specialists, Paediatricians and Psychologists are here to support all of your needs





# How technology supports personalised breast care at ROC

## Not all Mammograms are equal

Breast care screening programs are increasing throughout the world. The NHS currently offers a programme for women between the ages of 50 and 74, but there is no international standard for how this should be performed. Elsewhere in the world, women start undergoing mammographic examination when they have no symptoms at a much earlier age. While 2D is the standard technology in nearly all countries, tomosynthesis or 3D mammography is increasingly used where available.

### At ROC we have invested in state-of-the-art Siemens 3D mammography technology

The 3D mammogram is an advanced form of breast imaging that uses an x-ray system and computer reconstructions to create three-dimensional images. This reduces the difficulties caused by overlapping breast tissue when a standard mammogram is taken.



## Our system is no ordinary 3D

- Designed for superior cancer detection – unlocks the full potential of tomography with 50° wide angle view
- Designed for personalised care, it embraces the uniqueness of every woman

## Benefits of a 3D mammogram

- With our 50° Wide-Angle tomosynthesis, we provide a superior, highly accurate method for detecting breast cancers and making a reliable early diagnosis. This results in a significant change for the many women and their families who are personally affected by breast cancer
- We give women the choice of having a 3D versus 2D mammography routinely

## We provide an assessment that:

- Reduces the need for follow up imaging, reducing stress and anxiety
- Detects more cancers than 2D after mammography alone – and earlier
- Improves breast cancer detection in women with dense breasts (which can be a problem with standard mammograms)
- Is a personalised way of taking the mammogram and is more comfortable for the patient

# How technology supports personalised breast care at ROC

## Breast Density and Breast Cancer risk

Breast density plays a significant role in state-of-the-art breast imaging.

- High breast density may weaken the diagnostic accuracy of Full Field Digital Mammography - missed cancers rates are greater in breasts with higher density
- Breast density is proven to be an independent risk factor for breast cancer, with a higher risk for women with denser breasts
- 40% of women aged 40 and over have dense breasts
- Density can only be detected by a mammogram (it can not be detected by feel, or if a breast is lumpy)
- \*Research proves that density is a well-established predictor of breast cancer and women with the densest breasts are four to six times more likely to develop breast cancer

At ROC we believe that breast density measurement and reporting is an integral part of a radiological report and that women need be informed they have dense breasts. In some parts of the world this is a regulatory requirement, but not in the UK. We have integrated an efficient and automated breast density assessment (Insight BD from Siemens) into our standard practice.

## Smart Reading powered by AI (Artificial Intelligence)

Our mammography software enables accurate and efficient reading and case prioritisation. This technology uses software to detect and display suspicious findings and machine learning to predict the likelihood of cancer to help clinical diagnosis.

Our Consultant radiologists therefore have the additional benefit of interactive decision support, powered by Artificial Intelligence.

- Incorporating the latest dedicated deep learning AI algorithms for breast cancer detection
- Clinically proven decision support tools using Transpara software
- Transpara has analysed millions of scans and 'learned' how to identify cancers both quickly and at an early stage.

\*([www.ucsf.edu/news/2017/02/405711/dense-breasts-eclipse-all-other-known-breast-cancer-risk-factors](http://www.ucsf.edu/news/2017/02/405711/dense-breasts-eclipse-all-other-known-breast-cancer-risk-factors))

## Why choose Breast Clinic at ROC?

- **Offers 3D mammography as first line imaging of the breast**
- **First private clinic in Scotland to have 3D mammography facilities**
- **First in the UK to offer all women routine breast density assessment and reporting**
- **First UK private clinic to have incorporated AI in breast radiological assessments**

# Our specialists

Our breast specialist Consultants are recruited for their reputation for providing excellent patient-centred care. At ROC Private Clinic you can be sure that your breast concerns will be managed by highly trained doctors, who are experts in their field. Our Breast Clinic Specialists are supported by a wider team of mammographers, nurse, pathologists, and a dedicated MDT.



## Mr Emad Elseedawy

MB ChB MSc FRCS MD

Consultant General & Breast Surgeon

Mr Elseedawy is Consultant Breast Surgeon and has extensive experience in all aspects of breast surgery. He has a special interest in dealing with breast pathology including cancer and works in close collaboration with pathological, radiological, oncological and plastic surgery colleagues. In 1993 Mr Elseedawy was admitted as a Fellow of the Royal College of Surgeons of Edinburgh.



## Miss Beatrix Elsberger

MD, PhD, FRCSEd, FEBS

Consultant Breast Surgeon

Miss Elsberger is a Consultant Breast Surgeon at Aberdeen Royal Infirmary. She leads sessions for the National Research Scotland (NRS) fellowship projects and is also an honorary Clinical Senior Lecturer at the University of Aberdeen. Miss Elsberger also has an interest in translational breast cancer research and is dedicated to personalised breast cancer risk assessments. She is a strong believer in a rounded approach to women's health.



## Mr Yazan Masannat

MBBS, MRCSI, MRCSEd, DBRM, FEBS, FRCSEd, MD

Consultant Oncoplastic Breast Surgeon

An experienced Consultant Oncoplastic Breast Surgeon at Aberdeen Royal Infirmary, teaching is a big part of Mr Masannat's activities. He lectures at Aberdeen University as well as being a Tutor on the Master of Surgery in Oncoplastic Breast Surgery Programme run by the University of East Anglia in Norwich. Mr Masannat is committed to early breast cancer diagnosis and advanced breast conservation surgical techniques.



## Dr Daina Basko

MBChB, FRCR

Consultant Radiologist

Dr Daina Basko is an experienced Consultant radiologist and Quality Assurance (QA) Lead Radiologist in North East Scotland breast Screening Service and Aberdeen Royal Infirmary. Dr Basko is highly experienced and skilled in all forms of radiological breast examinations (mammography, ultrasound and MRI) whether reporting or performing image guided diagnostic and therapeutic breast procedures. She is committed to personalised breast risk assessments, technological advancements, and quality assurance in all aspects of breast imaging.



## Dr Ravi Sharma

MBBS, MRCP, MSc, FRCR, FRCP

Edin Consultant Clinical Oncologist

Dr Sharma has been a Consultant Clinical Oncologist in Aberdeen since 2008, having previously worked for Nottingham City Hospital, Derbyshire Royal Infirmary and Hull and East Yorkshire NHS Trust. He has a special interest in breast cancer management and maintains active involvement in clinical research and teaching medical students and junior doctors.



# Breast Services at ROC

You do not need a doctor's referral to book our One Stop Breast Clinic. Simply call our team on **01224 515 254**, email **aberdeen@rochealthservices.com** or visit **rocprivateclinic.com**.

For tests or investigations, you may be referred by your own doctor, or you may consult one of our specialist breast surgeons first.

You have the option to utilise private medical insurance for the service or pay for yourself. If you intend to use your insurance, please do check with your individual provider on any authorisations needed.



## The following investigations are available

- Mammography Assessments (2D,3D) including breast density assessments
- Breast Ultrasound
- Ultrasound Guided Breast Biopsies
- Fine needle aspiration
- Stereotactic breast biopsies (using ultrasound)
- Vacuum assisted breast biopsies
- Breast cancer gene sequencing
- Pathology tests including cytology and histopathology



## In addition to standalone investigations, we have a One-Stop Service that provides either Initial Assessment, or Double/ Triple Assessment of any breast abnormalities. This consists of:

- Consultation and examination with a specialist breast surgeon
- Mammography and/ ultrasound examination as needed
- Fine needle aspiration and/ core biopsies as needed

Following the one-stop assessment pathway the specialist breast surgeon and/ radiologist may advise patients if any further investigations may be required.



## Personalised breast checks for the woman who wants the best

- Rapid assessment in state-of-the-art premises
- Safe and supportive environment
- Highly experienced and reputable clinicians
- Female only clinicians on request
- Well Woman Health Assessment packages to suit all ages (include body composition analysis, blood tests, hormonal and menopause assessments)
- Support from broader multi-disciplinary team
- Ability to refer to other specialities, i.e. gynaecology

Call us on **01224 515254** or Email **aberdeen@rochealthservices.com**





# Excellence - Every Patient - Every Time

## Get in touch

**Contact:**

Telephone: 01224 515 254

Email: [aberdeen@rochealthservices.com](mailto:aberdeen@rochealthservices.com)

ROC Private Clinic  
Peregrine Road  
Westhill  
Aberdeenshire  
AB32 6JL



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