

Adhesion Drives Satisfaction with Mammography Skin Marker Brand

Survey finds Beekley Medical® users more likely to recommend markers than users of other brands

In a 2010 national survey,¹ 297 mammography technologists were asked how likely they would be to recommend their current brand of skin markers to an associate, and if so, why.

87.7% of Beekley Medical® users were very likely to recommend their brand compared to 58.4% of users of other brands. Adhesion was the top reason to recommend or not recommend their brand.

Used to identify and communicate important landmarks on the breast such as palpable masses, areas of pain, post-surgical scars, nipples and raised moles, the skin marker must be trusted to remain in place once applied to the patient's skin.

Independent of brand, 57 technologists (19%) cited adhesion as their #1 reason to recommend or not recommend their brand of skin markers.

How Likely to Recommend on Adhesion

	Very Likely	Somewhat Likely	Not Very Likely
40 Beekley Medical® Users	35	5	0
17 Other Brand Users	2	8	7

90% of adhesion comments for Beekley Medical® were positive, compared to just 27% of other brands

Beekley Medical®	Other Brands
“Stay sticky and do not fall off.”	“Adhesive not as sticky, sometimes have to use two per patient.”
“Stretches with breast during compression”	“They don’t stick well and the scar markers bunch up with compression and change the appearance of the image.”
“Stick better to skin.”	“Fall off very easily.”
“They do not hurt the patient when removed.”	“They do not stick very well and when they do, they hurt coming off.”

Poor adhesion can result in skin markers shifting off mark or falling off the patient. This not only translates to lost markers, repeat procedures and wasted time which makes for a higher cost to the imaging facility; it can also impact the quality of the exam when a marker with poor adhesion shifts off mark.

Beekley Medical® SPOT® skin markers for mammography provide 50% greater adhesion than other brands.² With Beekley Medical®, you get less wasted product, greater patient throughput, and higher staff satisfaction for the best overall value in skin markers.

References

1 Chelsea Fithian “Skin marker Satisfaction Survey” Beekley Corporation, Bristol, CT January 2011

2 Peter Papadopoulos, Melissa Vibberts, Chelsea Fithian “Patient Comparison Survey – Annuals” Beekley Corporation, Bristol, CT March 2011