grade, nodal involvement) used to define the likelihoods of developing an IBTR or MCBC. More intensive follow-up of women with higher likelihood of developing IBTR or MCBC may be worthwhile.

Conclusions Our conclusions remain tentative due to the paucity of the underlying evidence base but suggest surveillance is likely to improve survival, with a strategy of mammography alone every 12 to 24 months appearing cost-effective.

P6

A pilot study to evaluate assisted freehand ultrasound elasticity imaging in the sizing of early breast cancer: a comparison of B-mode and assisted freehand ultrasound elasticity ultrasound with histopathology measurements

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Purpose Preoperative breast cancer sizing is required for surgical planning. Breast ultrasound is widely used but may not be accurate. Assisted freehand ultrasound (AFUSON) of the breast is a novel method of ultrasound scanning, combining semi-automated elasticity ultrasound with B-mode imaging. This pilot study investigates whether AFUSON sizing corresponds more closely with wide local excision tumour dimensions than with B-mode alone.

Methods Twenty-three patients with early breast cancer were recruited with ethical approval through the NHSBSP. B-mode ultrasound and AFUSON images were acquired in predefined planes. Pathology slices were taken in the corresponding longitudinal plane and were digitally scanned. Assessment of tumour dimensions, area and contour were made on B-mode, AFUSON and histopathology scans. The findings were correlated.

Results Although there were significant limitations in this pilot study, the tumour dimension accuracy increased from 66% (B-mode alone) to 82% (AFUSON). Tumour area accuracy increased from 61% (B-mode alone) to 90% (AFUSON). Some AFUSON contour images showed a high visual correlation with the equivalent histopathology scans.

Conclusions This pilot study suggests that AFUSON may be useful in early breast cancer sizing. Further studies will be done to acquire more data and to address some of the shortfalls in the study.

P7

Promoting early symptomatic presentation in older women with breast cancer in the NHS breast screening programme

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Introduction Women over 70 have poorer breast cancer survival than younger women, and this may be due to late stage at presentation [1]. Promoting early presentation with symptoms in older women attending for their final round of breast screening may reduce stage at diagnosis cost-effectively, and is unlikely to lead to overdiagnosis. We tested the efficacy of the 10-minute radiographer-delivered Promoting Early Presentation (PEP) Intervention to promote early presentation by increasing breast cancer awareness in the NHS Breast Screening Programme.

Methods We randomised 867 women attending their final round of screening to receive the PEP Intervention or usual care, measuring breast cancer awareness at baseline and 1 year. We systematically reviewed the evidence of effectiveness of interventions to promote cancer awareness and early presentation.

Results At 1 year, the intervention increased the proportion breast cancer aware compared with usual care (24% vs. 4%; odds ratio = 15.2, 95% CI = 4.8 to 47.8). The systematic review found one randomised trial of a one-to-one intervention that showed a much smaller effect on breast cancer awareness.

Conclusions The PEP Intervention is more effective than any other intervention to promote breast cancer awareness. It will now be offered to all women attending for a final mammogram in three NHS breast screening services, to assess costs and feasibility and to measure its effect on breast cancer awareness in routine clinical practice. If implemented across the whole Programme, the PEP Intervention has the potential to reduce avoidable deaths from delayed symptomatic presentation in older women.

Reference

1. Moller H, Sandin F, Bray F, Klint A, Linklater KM, Purushotham A, Robinson D, Holmberg L: **Breast cancer survival in England, Norway and Sweden: a population-based comparison.** *Int J Cancer* 2010, **127**:2630-2638.

P8

Mammographic follow-up of patients after treatment for breast cancer: is 5 years enough?

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Introduction Velindre Cancer Centre (VCC), Cardiff provides radiotherapy and oncology services to the population of 1.5 million across southeast Wales. Historically at Velindre, breast cancer patients are followed up for at least 10 years, with annual mammography underpinning the service. The optimal length for continued annual surveillance has been debated and reduction to 5 years follow-up suggested. Therefore, a retrospective audit of breast cancers diagnosed on follow-up mammograms was undertaken to support the proposed reduced length of mammographic follow-up.

Methods Using the RIS and HIS electronic databases, follow-up mammograms over a 3-year period from 1 June 2006 to 31 May 2009 were collected and their report codes checked. All mammogram reports are coded using the Breast Imaging Reporting and Data System (BI-RADS). All mammograms coded 3 and above were identified. Subsequent radiological and histological reports were reviewed to identify confirmed malignancies.

Results In this 3-year period, there were 6,294 follow-up mammogram examinations at VCC. Ninety-seven reports were coded 3 or above (1.5%). Fifty-six new malignancies were confirmed. Of these, 44 (79%) occurred more than 5 years from original diagnosis.

Conclusions The results do not support reducing the length of follow-up to 5 years. Further analysis of original pathology will be undertaken to attempt to risk-stratify patients and thus allow tailored follow-up regimes to be developed.

P9

An investigation of workstation image manipulation usage when examining FFDM images

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Introduction With the introduction of digital breast screening across the UK, screeners need to learn how best to inspect these images. A key advantage over mammographic film is the facility to use workstation image manipulation tools.

Methods Forty two-view FFDM screening cases, representing malignant, normal and benign appearances, were examined by 14 radiologists and advanced practitioners from two UK screening centres. For half the cases, the mammography workstation image manipulation tools could be employed; and for the other half these were not used. Participants classified each case and indicated whether an abnormality was present. Throughout the study, the participants visual search behaviour as well as their image manipulations were recorded.

Results Whether or not image manipulation tools were used made very little difference to overall performance (*t* test, *P* >0.05) as confirmed by JAFROC analysis figure-of-merit values of 0.816 and 0.838 (with and without tools, respectively); performance not using tools was better. However, using tools significantly increased inspection time (*P* <0.5) as well as participants' confidence. Detailed examination of participants' image inspection behaviour elicited that when imaging tools were used then they spent 17 to 77% of their time manipulating the images; with the less experienced participants spending more time using such tools. Eye movement data demonstrated that when abnormalities were missed then this was typically due to search errors.

Conclusions For these cases, whilst using imaging tools was not necessary to identify abnormalities, their use improved confidence, especially in identifying normal appearances. With experience, less use of such tools was evident.