



NEWS RELEASE

Professional Basketball Player Erica Wheeler and Hologic Team Up to Champion Cervical Cancer Screening

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The Ultimate Defense campaign harnesses the power of sports to encourage lifesaving screening conversations

MARLBOROUGH, Mass.--(BUSINESS WIRE)-- Hologic, Inc. (Nasdaq: HOLX), a global leader in women's health, today announced the launch of Ultimate Defense, a new educational campaign in the U.S. with women's professional basketball player Erica Wheeler. The initiative aims to increase awareness about the importance of routine cervical cancer screening and encourage women to talk with their healthcare providers about staying up to date with recommended care, a particularly urgent need at a time when many women are behind on preventive screenings.

Ultimate Defense, a new educational campaign in the U.S. with women's professional basketball player Erica Wheeler

"I lost my mom to cervical cancer over a decade ago," shared

Wheeler. "She taught me that a great defense protects from every angle. On and off the court, coverage, teamwork and communication are critical. Now, to honor my mom's legacy of caring for others, I'm using my platform to tell women that going to their doctor for Pap and HPV testing is one of the most important ways to protect their cervical health."

Inspired by the fundamentals of basketball, Ultimate Defense is designed to spark conversations between patients and their healthcare providers about cervical cancer. Having played basketball most of her life, Wheeler knows how effective preparation and awareness can be. During Cervical Health Awareness Month in January, the comprehensive patient education campaign will roll out with a public service announcement video and social media content featuring Wheeler encouraging women to schedule regular screenings with their doctors for the strongest guard against cervical cancer. "When it comes to protecting yourself against cervical cancer, the ultimate defense begins with screening," says Wheeler in the video that will kick off the campaign.

The incidence of cervical cancer in the U.S. had steadily declined for decades due to the success of screening and vaccination.^{1,2} However, in recent years, cervical cancer rates have increased in select populations.³ Cervical cancer is largely preventable and treatable, yet rates are rising, in part, because many women are not getting screened as often as recommended.⁴ Effectively addressing underscreening requires a multi-pronged approach, starting with awareness and patient education to boost screening participation and follow-up on any abnormal results.

"Women need to know that we have the tools to prevent cervical cancer or effectively treat it when caught early. With this campaign, Hologic is reminding women that they deserve the peace of mind that comes from regular screening by their doctor," said Michelle Janisch, Vice President of Marketing, Diagnostic Solutions at Hologic. "As a leader in women's health diagnostics, Hologic is committed to advancing technologies and education that support early detection and prevention. We are honored to partner with Erica Wheeler to make sure all women know that screening saves lives."

In the U.S., cervical cancer screening recommendations include Pap testing alone every three years for women ages 21–29, and Pap testing combined with HPV testing every five years for women ages 30–65.⁵ Studies show that 95% of cervical cancers were detected with Pap and HPV testing together (co-testing), providing the Ultimate Defense for women.^{6,7} Together they cover both threats, using one sample for two critical results. The Pap test identifies abnormal cervical cells, while the HPV test detects infection with high-risk types of the human papillomavirus (HPV), which cause most cases of cervical cancer.⁸ Most HPV infections clear on their own, but persistent infection over time can lead to pre-cancer or cancer if left untreated.⁹ Women should consult with their healthcare providers to determine the screening approach that is right for them based on age, medical history and current clinical guidelines.

For more information and resources, visit YourUltimateDefense.com.

About Hologic, Inc.

Hologic, Inc. is a global leader in women's health focused on developing innovative medical technologies that effectively detect, diagnose and treat health conditions and raise the standard of care around the world. To learn more, visit www.hologic.com and connect with us on [LinkedIn](#), [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).

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