



# The Insider

Summer 2007

We're Proud Of Our Image

## Inside Quakerbridge Radiology

Welcome to *The Insider*. Quakerbridge Radiology Associates (QRA) created this publication as part of our ongoing effort to ensure the satisfaction of patients, their referring physicians and the physicians' staff members. We believe that by demonstrating our commitment to providing excellent service in this way, as well as in our day-to-day activities, that we will earn their loyalty and appreciation.

We would love to hear about any of your encounters with Quakerbridge Radiology Associates. Please e-mail all comments to [hdavis@qbradiology.com](mailto:hdavis@qbradiology.com). We look forward to hearing from you.

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## Off The Record With Dr. David Leder Shhh ... It's Sleepy Time Down South

Every year, when the first hot days of summer roll around I find myself remembering a great family trip a few years back. I wrote the following article just after that trip, but my thoughts remain unchanged.

I just returned from the best family vacation I ever had. Laura, Kate, Alex, and I spent a week at a spectacular resort in a small town in West Virginia. The resort had every possible activity available at your disposal. But what I will remember most – and what had the biggest impact on me – was the special attention we received from the resort's employees.

"My name is Gennetta, but you can call me Netta," our waitress at dinner said to us with a broad, cheery smile.

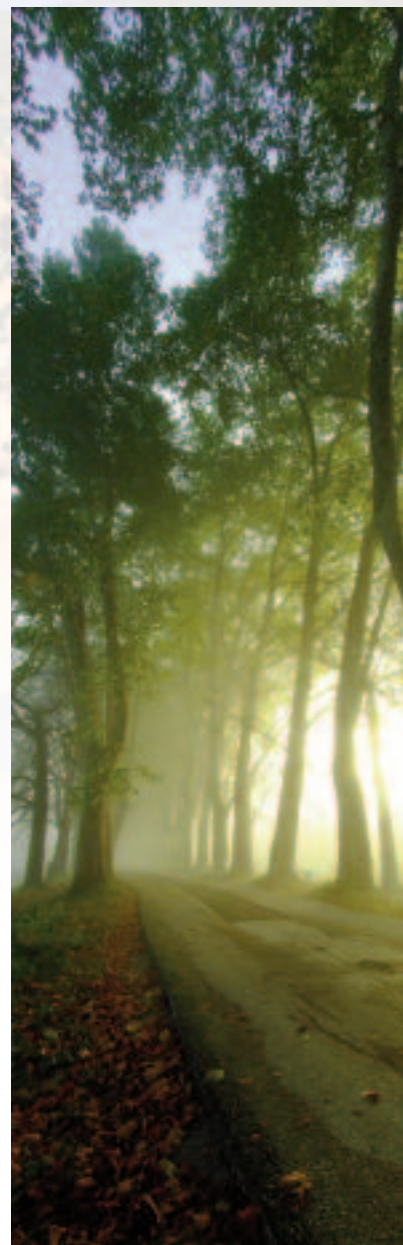
During the course of the meal we learned about Netta and, by nights end, I felt that we had made a new friend. Each night, we made sure we saw Netta. When she wasn't our waitress, she made sure to stop at our table to say "hi" and see what the kids did that day. Other waiters told us that Netta said "we better take special care of this family or

else." On our last night, Alex and Kate gave Netta a big hug goodbye. I took a picture of her with them to remember the moment.

On the long drive home, we talked about what a great vacation we had. Laura and I both agreed that the "special attention" we received from Netta really made an impact.

I knew instantly that I wanted to write about our experience with Netta and the importance of great customer service. She really made a difference and separated the trip from others we have made.

I firmly believe this same principle is what separates Quakerbridge Radiology Associates from our competition. The positive interactions with our employees when scheduling, at reception, and during the examination are what our patients remember most. These experiences will stay in their memory and make them want to return for future radiology services. For that reason, we should try to make a "personal connection" while providing the highest quality services during every patient encounter. ❀



— DR. DAVID S. LEDER, MEDICAL DIRECTOR

## Vascular Ultrasounds Detect Potentially Deadly Conditions in Time to Save Lives

Quakerbridge Radiology has helped patients and physicians for many years by performing vascular ultrasounds.

Vascular ultrasound procedures utilize high-frequency sound waves to provide clear, real-time images of veins and arteries as blood flows through. Because these images show the blood actually moving through the circulatory system, physicians can easily spot potential problems such as blockages, narrowing of veins and arteries, clot formation, weakening of artery walls, hemorrhages, and other potentially life-threatening conditions. Best of all, the procedure has proven far more accurate and far less invasive than techniques such as surgery.

For that reason, many physicians consider vascular ultrasounds extremely valuable for:

- Monitoring the blood flow to organs and tissues throughout the body.
- Locating and identifying blockages and abnormalities, including blood clots, plaque, emboli.
- Planning for effective treatment of blockages and abnormalities.
- Determining whether a patient is a good candidate for a procedure such as bypass or angioplasty.
- Planning and/or evaluating the success of blood vessel grafts or bypasses.

### Vascular Ultrasounds Head off Aneurysms, Strokes, and PAD

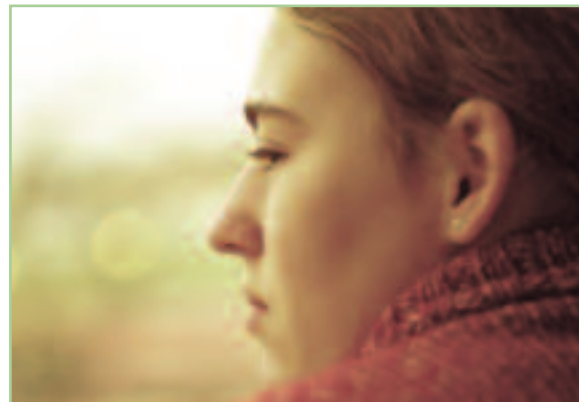
As a result, vascular ultrasounds can play a major role in preventing potentially fatal consequences of:

#### Peripheral Arterial Disease (PAD)

PAD occurs when plaque builds up on the walls of the arteries that carry blood to arms and legs. This build-up adversely affects blood circulation. People who have PAD suffer fatal heart attacks or strokes three times more often than people who don't have PAD. PAD risk factors include high blood pressure, smoking, diabetes, high cholesterol, and family history of major vascular problems. In addition, PAD occurs in men more often than in women.

#### Carotid Artery Disease

Carotid Artery Disease occurs when the main blood vessels that take blood to the brain develop



a build-up of plaque caused by hardening of the arteries. When such build-ups become severe, they can cause strokes. Risk factors for strokes include high blood pressure, diabetes, a history of smoking, high cholesterol, a family history of stroke, and/or an irregular heartbeat, particularly atrial fibrillation.

#### Aortic Aneurysm

Aortic aneurysm results from a weakening in the wall of the aorta, the main artery in the chest and abdomen. If the weakening causes the artery to rupture, death often results. Patients usually experience no signs or symptoms of an aortic aneurysm until it ruptures. Aortic aneurysms most often occur in people over the age of 60, those with family history of aortic aneurysms; people who smoke, and those with high blood pressure. Aortic aneurysms also occur more frequently in men than women.

#### Simple Preparation Ensures Procedure's Success

If your physician recommends that you undergo vascular ultrasound you can help ensure its success by taking the following steps:

- Wear comfortable, loose-fitting clothing for your exam.
- Remove all clothing and jewelry in the area you will have examined.
- Fast before the procedure if you are having your abdominal vessels examined.

For more information about vascular ultrasound procedures, please visit [www.qbradiology.com](http://www.qbradiology.com). ☎



### Patient Testimonial:

I am happy to tell you that Alice did a wonderfully efficient job when I called and asked for two sets of films. I thought I would have to run over and pick them up, but I asked if they would mail them to the doctor, and she said yes. Not very long after that, I got an e-mail saying that the request had already been placed for one (a courier delivered it immediately) and the other request would be there by tonight. This type of service saved me a 40 minute trip and it saved me much worry. Since the doctor will receive the films right away, I will have advice and results sooner.

– Maureen Pontecorvo

### Just a note of thanks

I came to your office on Monday to make an appointment, MaryAnn was so pleasant and also when I had to give private information she actually got up from her seat, leaned over and asked me. I am always afraid of coming to get a mammogram, but having to deal with people like her makes life so much easier. I could not leave without saying Thank You.

– Jennifer

# Uterine Fibroid Embolization Helps Many Women Avoid Hysterectomies



Dr. Issam Moubarak

Dr. Issam Moubarak, is a Board Certified Radiologist with added qualifications in vascular and interventional radiology.

Uterine Fibroid Embolization is a minimally invasive, non surgical therapy

that effectively treats symptomatic fibroids. Many women suffering from symptomatic uterine fibroids, the most common cause of hysterectomies, view the procedure as a viable alternative.

Fibroid tumors are non-cancerous (benign) growths that develop in the muscular wall of the uterus. Fibroids can range in size from very tiny to the size of a watermelon or larger. While they do not always cause symptoms, their size and location can lead to problems for some women, including pain and heavy bleeding, anemia, pelvic pressure, urinary and gastrointestinal symptoms.

Twenty to 40 percent of women age 35 and older – and as many as 50 percent of African-American women – have uterine fibroids of a significant size. Many women do not experience serious problems and do not seek treatment. Some others can be treated conservatively with medication. Physicians often recommend hysterectomy or myomectomy (the surgical removal of the fibroids) to relieve fibroid symptoms.

Some doctors treat patients with hormone therapy, which may induce menopause-like symptoms and rapid regrowth of fibroids when therapy is discontinued. Moreover, fibroids grow back several years after myomectomy in 10 to 30 percent of cases.

Fibroid embolization provides a minimally invasive alternative. Fibroid embolization takes less than an hour and involves a simple cauterization via a tiny incision in the groin. It is done with conscious sedation and local anesthesia. FDA approved particles are injected to block the flow of blood to the fibroids. Physicians have performed greater than 50,000 fibroid embolizations since its inception.

Research has shown fibroid embolization to be at least 85 percent effective in reducing bleeding and alleviating pain and other fibroid symptoms. Many women have described significant change in their symptoms within days. Recovery usually takes place in about a week after fibroid embolization, compared to six weeks after hysterectomy and open myomectomy.

Candidates for the procedure include women with heavy menstrual bleeding, pain, anemia, pressure and fullness in the abdomen and pelvis, and frequent urination and constipation. Additional candidates include women whose conventional therapy has failed and those who desire to avoid surgery.

Before fibroid embolization, a physician performs an MRI of the uterus to evaluate the size and location of the

fibroids. A hospital stay of one night is usually required, and the most common and immediate side effects of the procedure are cramping, pelvic pain and nausea, which gradually subside. Other risks include infection, vaginal passage of fibroid tissue and premature menopause. The procedure is considered effective and safe.

Over the course of three months to one year following the procedure, uterine and fibroid volume decreased by an average of 40 to 60 percent and greater than 90% of women reported satisfaction with this procedure. The long-term impact of the fibroid embolization on fertility is still being studied. Case reports in medical literature include accounts of women who became pregnant and carried to term after the procedure.

Fibroid embolization is performed by an interventional radiologist, a physician who has received special training in diagnosing and treating illnesses by using imaging guidance to manipulate small catheters in the body. Interventional radiology treatments are generally easier for the patient to tolerate than surgery because they involve no surgical incisions, less pain, and shorter hospital stays.

Most insurance companies pay for the procedure. If you need additional information contact: Dr. Moubarak at [dmoubarak@qbradiology.com](mailto:dmoubarak@qbradiology.com). 🌿

## Frequently Asked Questions

### If I had a contrast study done, are there any instructions that I should be aware of?

If you received a dye/contrast medium to help visualize specific body organs/parts during your procedure, you should notify your physician or immediately visit a hospital emergency room if you experience any of the signs or symptoms listed below within 24 hours after the test.

- 👉 Restlessness
- 👉 Increased heart rate

- 👉 Facial flushing
- 👉 Hives
- 👉 Nausea and vomiting
- 👉 Difficult breathing
- 👉 Generalized swelling or not feeling well.

After the test, you can resume your usual activities and diet. You should also drink additional fluids for the rest of the day to help eliminate the dye. 🌿



# Frank Dattilo Spearheads Quakerbridge Radiology's Efforts to Deliver "Superior Services"



Frank Dattilo,  
Quakerbridge GM

**Frank Dattilo** has played a lead role in making sure everyone knows that Quakerbridge is "dedicated to providing the highest level of care and convenience to our patients" since he became the practice's Executive Director in January 2006.

"I take great pride in knowing that we provide our patients and referring physicians with superior diagnostic, therapeutic, and interventional radiological services in a competent, courteous, compassionate, and accessible fashion," Dattilo said. "The high quality of patient care provided by our doctors and staff set Quakerbridge Radiology far above our competition"

As Quakerbridge Executive Director, Dattilo hit the ground running in his effort to direct the financial, clinical, and business operations of the radiology practice, which consists of 56 employees and 14 radiologists in two imaging centers and a 300-bed hospital. His recent accomplishments also include the crafting of long-range strategic plans for business growth, imaging technology, and information technology. Dattilo championed efforts to identify, structure, evaluate, negotiate, and implement strategic alliances and joint ventures with key strategic partners. He developed short- and long-range financial models and budgeting processes, as well as plans to acquire state-of-the-art information technology. His success in restructuring financial and imaging operational infrastructures, policies, procedures, and staffing have set the stage for the future success of our organization. Dattilo even directed the acquisition of a freestanding MRI center and the construction of a Women's Imaging Center.

Prior to accepting the post as Quakerbridge Executive Director, Dattilo worked with GR Consulting of Jenkintown, PA, which is part of The GR Group, a U.S. "top 100" business advisory and accounting firm. As a director of that organization, he orchestrated Symphony Health Services' efforts to implement an integrated billing application. He also guided the activities of numerous companies in a variety of industries in becoming Sarbanes-Oxley (SOX) compliant in the Information Technology controls environment.

In addition, Dattilo served as Executive Vice President and Chief Operations Officer, Chief Technology Officer at GlobalWires, LLC in New York from 2000 - 2003, and as Executive Vice President for Technology and Operations at Pitcairn Trust Company in Jenkintown, PA, from 1987 - 2000.

These experiences have enabled Dattilo to overcome a wide range of recent challenges at Quakerbridge, such as dealing with declining reimbursements rates from insurance providers and Medicare. Yet he looks forward to many positive changes in the next few years.

"In the near future, I expect Quakerbridge Radiology to add advanced technology as well as additional imaging services," Dattilo said.

Dattilo earned his master's degree in finance at Temple University in Philadelphia, PA, and his bachelor's degree in management at Bloomsburg University, Bloomsburg, PA. He is also a Certified Information Systems Auditor and a certified Six Sigma Green Belt.

To learn more about Quakerbridge Radiology's latest capabilities, please visit [www.quakerbridgeradiology.com](http://www.quakerbridgeradiology.com). 🌳

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