



The Insider

Winter 2008

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. We look forward to hearing from you.

Company News

2

Procedure Focus

3

FAQ's

4

Accredited by the American College of Radiology

Quakerbridge Radiology Plays Leading Role in Fast-Growing Women's Health Care Field

The specialty of women's health care has experienced tremendous growth ever since the medical community began recognizing that women have different health care needs than men. This trend is expected to continue as the population's life expectancy increases and the need for comprehensive health care for women beyond the reproductive years intensifies. As women's health centers spring up around the country, the subspecialty of women's imaging is destined to grow. Radiologists will play a critical role as the primary providers of women's imaging services.

The movement for better women's health care was spurred by a 1990 report that highlighted several inequities in women's health care. As the government began supporting women's health care issues, female health consumers also started demanding changes to the way they receive medical care including imaging. Public surveys found that women desire providers who can offer a full range of services as well as physicians who have specialty training in women's health care. In addition, women stressed the importance of convenient hours, an attractive ambience within the center and community education.

In offering comprehensive services for women, Quakerbridge Radiology Associates Women's Imaging Center provides the full range of imaging technology on-site. Digital mammography with computer assisted diagnosis (CAD) and breast ultrasound are essential.

(Breast MRI is available at our Lawrenceville office). In addition to breast imaging, we offer general radiography, bone densitometry, general ultrasonography, CT and MRI. The center's design features a calming, low-stress environment within a comfortable, relaxed and private atmosphere.

Our staff within the women's center plays a vital role in making patients feel satisfied with the treatment they receive. Technologists can teach patients breast self-examination techniques on request and also will provide an explanation of procedures. Within this supportive environment, it is important to make each of our patients feel that she is not being rushed, that any questions are being answered, and that she is being provided with the quality of services that she seeks and deserves. Our physicians are all American board certified with extensive experience in mammography and woman's imaging. Our services are accredited by the American College of Radiology and comply with MQSA standards.

QRA Women's Imaging Center brings together medical expertise, innovative technology and comprehensive services to address the unique needs of women of all ages. From adolescence through menopause, QRA is the place to turn to for the information and services you need to maintain your most precious possession — good health.

Give us a chance to exceed your expectations.

— DR. DAVID S. LEDER, MEDICAL DIRECTOR



Breast MRI Serves Important Purpose as Complementary Detection Tool

By DR. WILLIAM J. MCGROARTY

While regular mammograms remain the best way for women to protect themselves against breast cancer, a breast MRI can effectively confirm a preliminary diagnosis when mammograms show something suspicious. Breast MRI is very helpful in answering questions raised by an abnormal mammogram. It can pinpoint the exact site and extent of cancer in a breast as well as find additional cancers hiding in the same or other breast. Dr. McGroarty, medical director and lead Breast MRI physician at Lawrenceville MRI Center, says “Breast MR is particularly helpful in finding small cancers in patients with dense “lumpy” breast tissue, and in patients with strong risk factors for breast cancer.”

MRI produces high-resolution images by using a horizontal magnetic tube with radio waves to capture extremely accurate images of the interior of the breast without invasive surgical procedures. MRI does not have the inherent health risks associated with radiation or invasive imaging procedures. When a patient is scheduled for a breast MRI, it is extremely important for her to bring along her recent mammograms and ultrasounds. As they allow the radiologist to interpret her images with greater accuracy. After acquiring a series of initial images, she receives an injection of

contrast material which will highlight any abnormal breast tissue. The exam is performed with the patient lying on her stomach with the breasts resting in cushioned openings. The procedure causes none of the discomfort associated with breast compression that occurs during a routine mammogram. A typical procedure takes approximately 45 minutes to complete.

The completed exam is sent to a specialized workstation equipped with a new technology called CAD or computer aided detection. The computer processes the images and creates colored coded thin slices of the breast. The radiologist is able to rotate and manipulate the images to get the best possible view of any suspicious area.

A normal breast MRI is very reassuring as abnormal breast tissue rarely is not detected. However, benign breast disease occasionally can cause a questionable abnormality on the MRI which may lead to the need for additional testing. Breast MRI can help physicians monitor the recovery process of breast cancer patients, by determining how well a patient is responding to chemotherapy. Breast MRI is also helpful in distinguishing scar tissue from recurrent breast cancer, which is often difficult to determine on mammograms.

Most health insurance plans will cover breast MRI services performed in accordance with plan requirements. For example, some insurance companies only pay for a breast MRI performed during the course of treatment. Other plans will only cover breast MRI for the initial diagnosis of breast cancer if a patient has a strong family history of breast cancer or has a “breast cancer gene”.

Quakerbridge Radiology recommends that patients always familiarize themselves with and adhere to insurance plan guidelines when arranging a breast MRI procedure. In particular, a patient should make sure that she has obtained the appropriate referral and pre-certification prior to her appointment.

To find out whether Quakerbridge Radiology accepts a particular insurance plan, please call one of our patient care specialists. For more information about the advantages that MRI’s offer in diagnosing breast cancer or for help in setting up an appointment, please contact Quakerbridge Radiology at 609.890.0033, prompt 1. One of our patient care specialists is waiting to answer any of your questions. Your Image. Your Choice. Talk to Your Doctor! ☘

A New Ally in the Fight Against Breast Cancer Quakerbridge Radiology Now Offers Digital Mammography

Women who schedule their mammograms at Quakerbridge Radiology Associates Women’s Imaging Center now have access to the latest diagnostic technology available – digital mammography.

Quakerbridge Radiology Associates recently became the first healthcare provider in the region to feature the state-of-the-art Selenia™ digital mammography from Hologic®.

To supplement this technology, Quakerbridge Radiology Associates, has also incorporated digital computer-aided detection (CAD). Digital CAD highlights characteristics commonly associated with breast cancer. When activated, it flags abnormalities to help the radiologist detect early breast cancer. CAD enhances the capabilities of diagnostic imaging.

Digital mammography feels identical to conventional screening from a patient’s perspective, though women may notice shorter exam times and a reduction in call-backs to obtain additional images. Demand for digital mammography is high, and many women say they appreciate the fact that we offer this state-of-the art technology.

Each and every patient at Quakerbridge Radiology Associates receives personalized care designed to meet her individual needs. Our staff is highly trained, our equipment is state-of-the art, and we remain committed to providing exceptional care to the women in our community.

For more information or to make an appointment, please call 609.890.0033 prompt 1 or visit our Web site www.qbradiology.com. ☘



Digital Mammography Offers Many Women the Best Chance of Early Detection and Cure

Quakerbridge Radiology recently acquired a digital mammography system because powerful evidence indicates the technology can help doctors diagnose and begin treating breast cancer earlier in a large percentage of women.

New Technology Detects Conditions That Often Go Unnoticed With Film Mammography

Digital Mammography can detect conditions that traditional film mammograms often miss in younger women, those with dense breasts, and women who are pre-menopausal or peri-menopausal. In one major study funded

by the National Cancer Institute, digital mammography detected several types of invasive or medium- and high-grade cancers that film mammography missed.

The digital mammograms also found these more serious cancers early, before they could spread to lymph nodes. As a result, physicians could begin treatment early so their patients would have a much greater chance of a successful outcome.

Same Exam Provide Physicians With Remarkably Different Views

Women experience the same things when having a digital mammogram that they do when having a traditional film mammogram. But rather than capture images on film, digital mammograms record images directly into a computer. Physicians can then view the image on a computer screen and alter the orientation, brightness, contrast, and magnification level to locate abnormalities

that may indicate the presence of cancer. The system also has a computer-aided detection system that scans images and highlights areas of density, mass, or calcification that a radiologist should analyze further.

Digital mammograms have other advantages as well. The process takes slightly less time than a film mammography, thereby reducing the amount of radiation to which a patient is exposed. Saving the images on a computer also makes it much easier for specialists to share images during consultations.

Of course, women in at-risk categories shouldn't have an extra mammogram just because Quakerbridge Radiology now has a system available. Women who have had a mammogram in the last year should wait until time for their next annual mammograms to have the digital version.

Quakerbridge Radiology looks forward to providing digital mammography services with the same level of care and professionalism that patients have come to expect from Quakerbridge Radiology. 🌿



“The digital mammograms also found these more serious cancers early, before they could spread to lymph nodes. As a result, physicians could begin treatment early so their patients would have a much greater chance of a successful outcome.”

Patient Testimonial:

Dear Quakerbridge Radiology Associates:

Just a short note to thank you for going above and beyond in getting my husband immediate help, it was truly appreciated! Now onto the next step in finding what the MRI shows. Next time Ron or I need an MRI, we will insist on using your facility. Thank you again.

– Ron and Donna



Frequently Asked Questions

What is a screening mammogram?

A screening mammogram is an x-ray of the breast used to detect breast changes in women who have no signs or symptoms of breast cancer. The procedure usually involves two x-rays of each breast. Mammograms make it possible to detect tumors that cannot be felt. Mammograms can also find microcalcifications (tiny deposits of calcium in the breast) that sometimes indicate the presence of breast cancer. To learn more about tumors that cannot be felt, please visit www.cancer.gov/dictionary/db_alpha.aspx?expand=t#tumor. For more information on microcalcifications, please visit www.cancer.gov/dictionary/db_alpha.aspx?expand=c#calcium.

What is the difference between a screening mammogram and a diagnostic mammogram?

A diagnostic mammogram is used to check for breast cancer after a lump or other sign or symptom of breast cancer has been found. Signs of breast cancer may include pain, skin thickening, nipple discharge or a change in breast size or shape. A diagnostic mammogram also may be used to evaluate changes found during a screening mammogram, or to view breast tissue when it is difficult to obtain a screening mammogram because of special circumstances, such as the presence of breast implants. A diagnostic mammogram takes longer than a screening mammogram because it involves more x-rays in order to obtain views of the breast from several angles. The technician may magnify a suspicious area to produce a detailed picture that can help the doctor make an accurate diagnosis.

When does the National Cancer Institute recommend that women have screening mammograms?

Women age 40 and older should have mammograms every 1 to 2 years.

Women who are at higher than average risk of breast cancer should talk with their health care providers about whether to have mammograms before age 40 and how often they should have them. For additional information on the National Cancer Institute, please visit www.cancer.gov.

Where can women get high-quality mammograms?

Women can get high quality mammogram at Quakerbridge Radiology Associates. Quakerbridge meets or exceeds all requirements of the Mammography Quality Standards Act (MQSA), a Federal law designed to ensure the safety and reliability of mammograms. The MQSA requires all mammography facilities in the United States to meet stringent quality standards, be accredited by the Food and Drug Administration (FDA), and undergo annual inspections. The FDA ensures that mammography facilities across the country meet MQSA standards. These standards apply to the following people at the mammography facility:

- The technologist who takes the mammogram.
- The radiologist who interprets the mammogram.
- The medical physicist who tests the mammography equipment.

Women should ask their doctors or staff at a mammography facility about FDA certification before making an appointment. Federal law requires every mammography facilities to display its FDA certificate. ☘



QUAKERBRIDGE
RADIOLOGY

QUAKERBRIDGE RADIOLOGY
3535 QUAKERBRIDGE ROAD
SUITE 301
MERCERVILLE, NJ 08619
609-890-0033

For more information on Quakerbridge Radiology's state-of-the-art capabilities, please visit www.qbradiology.com.