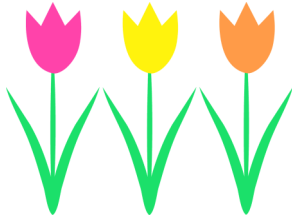


Imaging for Women News

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*At Imaging for Women
-We'll take care of You!*



«AddressBlock»

Published by the Staff of Imaging for Women. Editor: Troy D. Voeltz, MD, DABR

Imaging for Women News

Congratulations to the winner of the Imaging for Women's Lucky Leprechaun Gift Card drawing...Mackenzie at Mosaic Life Care Shoal Creek.

WE OFFER:

Mammography
2D/3D
Digital w/ CAD

All Types of Ultrasound

Abdomen
Breast
Carotid
Gallbladder
Kidney
Lower Extremity
Arterial
Venous

OB:

Complete
Limited
Biophysical
Profile
Pelvis
Soft Tissue
Sonohysterography
Thyroid
Venous
Doppler

Osteoporosis Detection & Consultation

Lateral Spine Fracture Analysis

Breast Biopsies

Ultrasound-
guided
Stereotactic
Cyst Aspiration

Body Composi- tion Analysis

I lied on my Weight Watchers list. I put down that I had 3 eggs...but they were Cadbury chocolate eggs.

~C.R.

In the spring I have counted one hundred and thirty-six different kinds of weather inside of four and twenty hours.

~Mark Twain

May every cloud above you give way to skies of blue and on this Easter morning let only sun shine through.

~Anonymous

Enter our IFW Spring Fling drawing for a \$25.00 gift card.

Complete the information below and fax it back to us at 816/453-9943. The drawing will be April 12, 2017.

Name: _____

Practice: _____



Imaging for Women News

April 2017

We'll take care of You!

News you can use!

Experience Matters When It Comes To Patient Care

Many imaging centers perform mammograms. But who is reading them? And why does it matter? At Imaging for Women, we read mammograms all day, every day. We are experts with extensive experience in women's imaging. Dr. Malley has over 20 years of breast imaging experience. Dr. Voeltz and Dr. Zupon each completed a breast imaging fellowship—an extra year of dedicated training solely focused on finding breast cancer and diagnosing breast disease.

What is the difference between a general radiologist and a trained breast imager? In order to read mammograms after residency, the FDA requires that residents read 240 mammograms within a six month time frame. However, that six month time frame may be any time within the last two years of residency. When a radiologist then completes a non-breast fellowship prior to starting in practice, that radiologist may not have seen a mammogram for two and a half years when he or she starts to practice! In comparison, Dr. Zupon interpreted over 4,000 breast exams in her year of fellowship. For a radiologist to maintain the ability to read mammograms, he or she must read a minimum of 480 examinations every year. In 2016, our physicians at Imaging for Women read an average of 6,600 mammograms each. That is a wide range of difference. Who would you want to read your mammogram?

Trained, experienced breast imagers provide better outcomes for our patients. A 2011 study published in *Radiology* found that “higher interpretive volume was associated with clinically and statistically important lower rates of false positive results and numbers of women recalled per cancer detected” (Buist et al, *Radiology*, 2011). At Imaging for Women, we strive to create the best experience possible for the patient and referring clinician. Having lower recall and false positive rates means fewer women go through the anxiety and cost of a diagnostic workup, as well as fewer interruptions for our referring clinicians.

You and your patients have a choice when it comes to your imaging care. Choose the experienced, dedicated care you find at Imaging for Women. We'll take care of you!

Encourage your patients to be breast aware, looking for ...

- A lump or thickening of an area of the breast that does not disappear after a period
- Changes in the size or shape of the breast
- Changes in the skin of the breast such as dimpling or puckering
- Breast pain that does not go away after a period
- Changes in the position of the nipple
- A rash
- Nipple discharge



Allison H. Zupon, MD, DABR