

# Imaging for Women News

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



- 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 Composition Analysis**

## Imaging for Women News

Congratulations to the winners of Imaging for Women's Chiefs tickets drawing last month... Cindy Schoenlaub, NP from Planned Parenthood and Christeen Cardiff from NWHC, Have a great time!

### Patient Survey Comments

- \* *I was extremely satisfied with the visit, as well as the wait time.*
- \* *Always an easy trip in. No changes Needed!*
- \* *Nothing. Nice, sweet personalities as the front line reps!!!*
- \* *Your ladies rock! No changes needed.*
- \* *I think you all are A+!*



## Enter to win KC Chiefs Tickets!!!

Put your name in the hat for **Chiefs Tickets**. There are two drawings this month. Fax back this letter to be entered



**Sunday, December 16th, 2017**  
**Chiefs vs. Bills, 12:00 pm**  
 And  
**Sunday, December 24th, 2017**  
**Chiefs vs. Raiders, 12:00 pm**

Name \_\_\_\_\_  
 Practice \_\_\_\_\_  
 Email or phone \_\_\_\_\_

# Imaging for Women News

December 2017

*We'll take care of You!*

News you can use!

## BREAST CANCER SCREENING: THERMOGRAPHY NOT A SUBSTITUTE



Thermography is a type of test that shows patterns of heat and blood flow on or near the surface of the body. Some patients and practitioners believe it to be an adequate, painless, and radiation free alternative to mammography. The FDA recently released a consumer health statement regarding this practice. "Unfortunately, the FDA has received reports from health care providers and patients that some health centers are providing information that can mislead patients into believing that thermography...is a proven alternative to mammography. But the FDA is not aware of any scientific evidence to support these claims." In fact, the FDA has taken regulatory action (including issuing warning letters) against healthcare providers and thermography manufacturers who try to mislead patients into believing that thermography can take the place of mammography. There is no data to suggest that thermography is capable of replacing mammography in terms of cancer detection or diagnostic imaging. While thermography in itself may not be harmful, the greatest harm is for patients to skip mammography and might miss the chance to find breast cancer at its earliest stage.

Thermography has not been shown to be an effective stand-alone test for either breast cancer screening or diagnosis. At Imaging for Women we understand patient's concerns for pain and radiation exposure. With our new, redesigned mammography machines and state of the art self-compression capability, we aim to provide the most comfortable experience while maintaining high quality, data-driven breast screening.



~Allison H. Zupon, MD, DABR~



**Easy on  
the squeeze,  
please!**



Our self-compression units are installed and we are now giving patients the choice to use self-compression! We are the first imaging center in the United States to have this technology. Patients who have used self-compression report that they feel more comfortable and in control of their exams. We hope this is a big step in helping patients continue to comply with yearly screening mammography.

Don't forget to Like us on Facebook!!!



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