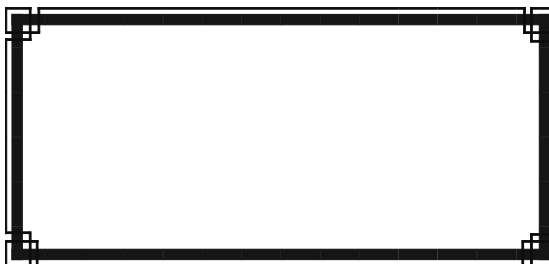




630 NW Englewood Road
 Kansas City, MO 64118
 Phone (816) 453.2700
 Fax (816) 453.9943
 www.imaging4women.com



Congratulations to the winner of Imaging for Women's Starlight tickets giveaway, Karrie Strough from Direct Medical Care!

Enter to Win Starlight Tickets!!!!



Enter our IFW drawing to win
 2 tickets to see
Dirty Dancing June 5th, 2018 at 8:00 pm.

Complete the information below and
 fax it back to us at 816/453-9943.

Name: _____

Practice: _____

3D Mammography: "the Rare Win-Win"

In the April/May Radiology Business Journal, the professor of radiology and chief of breast imaging at Duke University calls 3D mammography "the rare win-win" in medical imaging. He states that at least a dozen studies all confirm that tomosynthesis helps us identify about 25% more breast cancer than on routine 2D mammograms. In those same studies radiologists reduced their recall rates by about 15 to 35 percent. This can translate to a significant reduction in unnecessary biopsies. We are once again excited to be on the cutting edge of breast cancer technology as we're now in our second generation of "Low Dose" 3D mammography.

We'll take care of you!

Mark J Malley, MD, DABR | | Troy D Voeltz, MD, DABR | | Allison H Zupon, MD, DABR

Services Provided:

Mammography:

- 2D/3D
- Digital with CAD

Ultrasounds:

- Abdomen
- Breast
- Carotid
- Gallbladder
- Kidney
- Thyroid

- Lower Extremity: Arterial & Venous
- OB: Complete Limited Biophysical Profile
- Pelvis
- Soft Tissue

- Sonohysterography
- Venous Doppler

Osteoporosis Detection & Consultation

Body Composition Analysis

Lateral Spine Fracture Analysis

Breast Biopsies

- Ultrasound-guided
- Stereotactic Cyst Aspiration



3D Mammograms For All!



Imaging for Women is now offering 3D tomosynthesis screening mammography to all of our patients, regardless of insurance coverage. We believe this is the best way to take care of our patients. 3D tomosynthesis digital mammography has been repeatedly shown to increase cancer detection while also decreasing the number of false positives, meaning fewer women are asked to undergo additional diagnostic imaging. At other facilities, patients whose insurance does not pay for 3D may be asked to pay an additional copay for this beneficial imaging. Some patients are unable to obtain 3D imaging due to the extra cost. Here at Imaging for Women, we believe the best thing for our patients is to use state of the art equipment and research proven imaging techniques to find cancers at their smallest and most treatable stage. We also want to keep women from undergoing unnecessary additional workup, which causes anxiety, takes time, and increases cost for the patient. For us, the decision comes down to, "what is the best way to take care of our patients?". We hope you agree and let your patients know that regardless of insurance coverage, we offer 3D tomosynthesis mammography for all.

Kind Regards,
Allison H. Zupon, MD, DABR



June 2018

[HealthCareBusinessNews](#)

New Evidence Supports Mammography Screening At Age 40

A study presented at the ARRS (American Roentgen Ray Society) meeting in April showed that by adding the age group 40-49, the 41,000 screening mammography exams found **19.3% additional cancers**.

Other statistics found only 1.5 percent of increased callbacks and a mere 0.1 percent increased biopsies.



Don't forget to follow us on Facebook for the latest cancer care and healthcare news.