

REGIONAL MEDICAL IMAGING Inside View

FREE MAMMOGRAMS for Area Women

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While it's gratifying to see continued signs of recovery in the local economy, such as Flint's inclusion by Kiplinger's on their list of "11 Comeback Cities" last year, it's important to not underestimate the challenges still faced by the unemployed, underemployed, and uninsured in our community.

As a way of contributing to the variety of community-based efforts to meet the healthcare needs of those without insurance, RMI held a free mammogram event at our Lennon Road office last May. The response was phenomenal, garnering press coverage in the Flint Journal and elsewhere. Benefits to patients were also clear. About 10 percent of women we screened needed additional diagnostic followup. One needed a breast biopsy.

"The event demonstrated how crucial screening mammograms are to identifying cancer or breast disorders that might otherwise go undetected," said breast imaging expert Randy Hicks, M.D.

Based on last year's success, RMI has decided to offer a Free Mammogram Day on a quarterly basis (see dates in the sidebar). The first is scheduled for Saturday, May 12, 2012.

"While there's obviously a limit on how many women we can screen in one day, our program creates options for women in the community who need a mammogram but can't pay," said Dr. Hicks.

"Hopefully, these events will also help increase awareness of the various healthcare resources available to the uninsured in our community, and encourage more providers to participate in any way they can."

Appointment scheduling is already under way for the May 12 event, for the first 50 women who call. If you have patients you believe may be candidates, please encourage them to contact our scheduling department at **(810) 732-1919**.

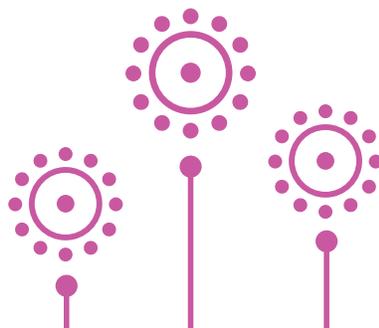
Mamms Save Moms
**FREE
MAMMOGRAMS**

May 12, 2012
August 11, 2012
November 10, 2012
February 9, 2013

Offered to women who are uninsured.



Clearly. Better. Choice.
rmipc.net
(810) 732-1919



INTRODUCING UltimateMamm®

**A mammogram
that's a
step ahead.**



Is a standard screening mammogram enough for prevention and early detection of breast cancer? Not for everyone, according to breast imaging expert Nanci Mercer, M.D., of RMI.

"Women vary in their breast cancer risk," Dr. Mercer said.

"This calls for different approaches to care."

To better integrate information about each patient's medical history and risk profile into the screening mammography process, RMI recently introduced **UltimateMamm®**, which is provided at no cost to each patient receiving a mammogram at RMI. We start the visit by asking a series of simple questions developed by the National Cancer Institute (NCI) to assess risk factors such as previous personal or family history of breast cancer, history of previous breast biopsies, ethnicity, current age, and age at first menstrual period.

According to the latest research, the criteria in the questionnaire have a statistical correlation with breast cancer risk. RMI captures responses to the questions using special computer software that calculates a risk score based on the Gail model, and includes that information in the report to the referring physician. RMI also maintains the risk assessment record for review and updating with future screenings

"**UltimateMamm®** enables us to more readily identify women who may need more in-depth screening, such as an ultrasound or MRI in addition to a mammogram," Dr. Mercer said. "We've already found patients with family history or other factors that put them at an elevated risk level that they were not aware of. For these patients, we work closely with the primary care physician to develop a proactive plan for long-term monitoring. The benefit is clear – more aggressive followup for higher-risk patients can greatly increase the likelihood that cancer, if it eventually occurs, will be detected at an early, highly treatable stage."

Dr. Mercer added that, although the NCI's questionnaire and the Gail model have been available for many years and validated through extensive research, she hasn't seen these resources widely integrated by imaging practices.

"Although virtually all radiology practices take a patient history with a mammogram, to my knowledge few are taking such an in-depth look at risk factors and recommending ongoing monitoring. That's why **UltimateMamm®** is such an important enhancement. And I would recommend that primary care physicians build on that by proactively asking even their younger adult female patients about breast cancer risk factors. This could be especially important for women who haven't yet started any screenings but might have risk factors they're unaware of."

RMI among the first radiology practices in the nation to implement Meaningful Use

Primary-care and specialty practices across the country have been hard at work implementing Electronic Health Record (EHR) solutions to comply with new guidelines and standards meant to increase the efficiency of service delivery among practices that accept Medicare and Medicaid patients. Many are making an effort to qualify for incentive payments under the Meaningful Use initiative from the U.S. Department of Health & Human Services.

Efforts to implement Meaningful Use among radiology practices, however, have moved more slowly. This is probably due in part to the complexity and multiple types of information involved in the practice of medical imaging, requiring solutions capable of handling image data from a range of modalities as well as text-based reports. Another issue has been the need for solutions that interact with existing information management systems for radiology, such as RIS/PACS systems.

For the past three years, we have worked in close partnership with our RIS provider, Merge Healthcare, to help them develop and test an EHR system that meets the unique requirements of radiology practices. Merge's complete EHR solution for radiology has recently been certified as compliant with Meaningful Use criteria, and RMI is the first of their radiology clients to achieve compliance.

"There are clear benefits to patients and referring physicians of introducing imaging data into the EHR," said Randy Hicks, M.D.

"It streamlines the communication process involved in diagnosis and treatment planning. Imaging records can travel more readily with patients as part the medical history in an EHR, reducing the potential for errors like duplicative or unnecessary tests. EHRs also facilitate safety measures like making sure patients have had the right lab tests before receiving contrast agents. All this has a positive impact on quality of care, efficiency, and cost – for all patients, not just those covered by Medicare and Medicaid."

Reduced-dose **CT LUNG SCREENINGS** available for patients with significant smoking history

Currently, routine lung screenings are not an official recommendation of the American Cancer Society or other major organizations for any population. Nevertheless, some physicians conclude that screenings are advisable for patients with significant smoking history, based on recent research suggesting that CT lung screenings reduce lung cancer mortality "by 20% over simple chest x-rays" (Simon, 2011) in current or former smokers. At RMI, we are equipped and staffed to perform reduced-dose lung CT examinations to meet the needs of these patients, with fees that are affordable.

Our local medical community is well aware that lung cancer is a major health concern in Michigan, where smoking rates, lung cancer incidence, and lung cancer mortality are significantly above national averages. This is especially true of Genesee County, where lung cancer incidence exceeds the state level by 22 percent, and the lung cancer death rate is 18 percent higher than the state's.

Lung malignancies are the leading cause of cancer death in Michigan and the third most frequent cancer diagnosis in the state, exceeded only by prostate and breast cancers. Unfortunately, lung cancer usually goes undetected until it has reached an advanced stage. The overall five-year survival rate for lung cancer is less than 16 percent, according to the National Cancer Institute.

Although they use more radiation than a chest X-ray, the technique used in our CT lung screening protocol results in significantly lower radiation dose than used by standard chest CT, with capability to detect very small, early-stage lesions.

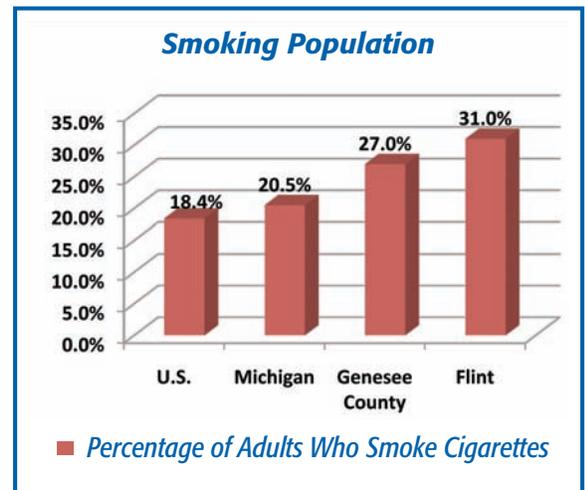
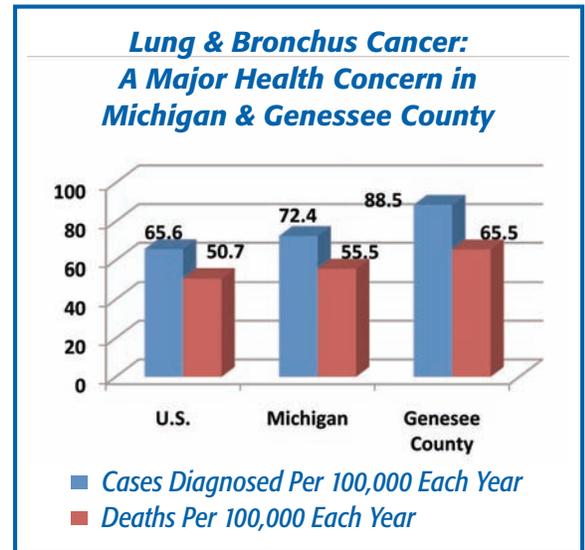
To consult with an RMI radiologist about a patient you believe may benefit from a CT lung screening, please call **(810) 732-1919**.

Insurance Won't Pay? RMI's Fees Make CT Lung Screening Affordable

Most health insurance plans do not currently cover CT lung screening exams. RMI, however, accepts self-pay and cash payment at time of service. For CT lung screening, RMI's cash payment fee of \$149 makes the exam affordable.

REFERENCES

- Centers for Disease Control and Prevention. Smoking & Tobacco Use: State Highlights—Michigan. Available at http://www.cdc.gov/tobacco/data_statistics/state_data/state_highlights/2010/states/michigan/index.htm
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Kristin Krizmanich, M.D.

RMI Welcomes New Breast Imaging Specialist

Dr. Krizmanich earned her medical degree at the Wayne State University School of Medicine. After an internship at Oakwood Hospital in Dearborn (2006–2007), she completed a residency in diagnostic radiology at the University of Michigan—Ann Arbor (2007–2011) and a fellowship in Breast Imaging at Henry Ford Hospital in Detroit. Dr. Krizmanich is Board Certified (2011) by the American College of Radiology. Dr. Krizmanich looks forward to caring for your patients.

Spotlight on RMI's Grand Blanc Office

Approach to Customer Service

"When it comes to serving our patients and referring physicians, our focus is simple. We're here to provide whatever they need, whenever they need it. We respect patients' time by striving to move them through the exam process as efficiently as possible — but always with a commitment to care that is personable and attentive."

— Nicole Story, R.T., Office Manager

Services Offered

Bone Densitometry (DEXA), CT,
Digital Mammography, IVP
Nuclear Medicine, Ultrasound,
Vascular X-Ray

Location

8483 Holly Road, Grand Blanc.
Next to Knight Pharmacy, near the
Grand Blanc Convalescent Center

Hours

Monday – Friday 8:00 a.m. - 5:30 p.m.
Saturday (X-Ray) 9:00 a.m. - 12:00 p.m.



Above: (back row, from left): Nicole, Maya, Teri, Nancy
(front row, from left): Marci, Melissa, Krista

LOCATIONS

Flint ■ 3346 Lennon Road

Fenton ■ 221 W. Roberts Street

Grand Blanc ■ 8483 Holly Road

Villa Linde ■ 5059 Villa Linde Pkwy • Suite 25

Davison ■ 1141 S. State Road

Scheduling: (810) 732-1919

Billing: (810) 244-3871

Medical Records: (810) 732-1846

Pre-Registration: (810) 244-7100

RMI offers evening and weekend appointment times to fit your patient's schedule. We know you have a choice in imaging partners. Thanks for choosing RMI.



Clearly. Better. Choice.
rmipc.net ■ (810) 732-1919