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RMI receives prestigious Breast Imaging Center of Excellence designation

The American College of Radiology's (ACR) Commission on Quality and Safety and the Commission on Breast Imaging have designated RMI as a Breast Imaging Center of Excellence.

RMI is one of only a handful of practices in Michigan, and the only outpatient facility to date, to have earned this designation.

In 2007, the ACR began recognizing breast imaging centers that achieve excellence by seeking and earning accreditation in all of the ACR's voluntary breast imaging accreditation programs and modules, in addition to the mandatory Mammography Accreditation Program. In order to receive the Breast Imaging Center of Excellence designation, a center must be fully accredited in:

- Mammography by the ACR (or an FDA-approved state accrediting body)
- Stereotactic breast biopsy by the ACR
- Breast ultrasound by the ACR (including the ultrasound-guided breast biopsy module)

"We are extremely proud of this achievement," said Randy Hicks, M.D. "This designation is another demonstration of RMI's dedication to improving women's health by participating in rigorous quality assurance programs."



Redesigned Web Site adds physicians portal, expanded modality information

Visit the RMI Web site (www.rmipc.net) to see our fresh new look and several enhanced features, including:

- A physician portal linked to the Vision Reach system, a downloadable referral form, and an online form for routine communication with RMI radiologists
- An online bill payment service for patients
- Updated information and prep instructions for all imaging modalities

Comments? Please send feedback on our site to comments@rmipc.net.



from the desk of Randy Hicks, MD, MBA



Announcing a New, Minimally-Invasive In-Office Treatment for Fibroadenomas

Fibroadenomas are the most commonly diagnosed benign breast lump, occurring in up to 10 percent of the population. As you know, they can cause pain, discomfort and anxiety.

Randy D. Hicks, M.D., M.B.A.

Historically, the only definitive treatment option was surgical excision. Now there is a minimally invasive procedure that we believe will become the treatment of choice.

Regional Medical Imaging now offers Visica Cryoablation for patients who do not want to undergo surgery or are uncomfortable with a watchful waiting approach when dealing with their symptomatic fibroadenomas.

This simple treatment can be performed in our office, under local anesthesia, in about 30 minutes. It uses cryo-technology to ablate and destroy the fibroadenoma, which the body then re-absorbs over time. Palpability is gradually reduced or eliminated, and pain that may be associated with the fibroadenoma often goes away. Over 1,600 cryoablation procedures have been performed with no reported re-growth.

The procedure is very comfortable for the patient. While there can be some post-procedure bruising and discomfort, it is transient and usually resolved with OTC analgesics. Patients often return to work or normal activities the same day.

This procedure also has superior cosmetic outcomes. Breast shape is not altered, because the procedure does not remove any tissue. There is little or no scarring, as the placement of the cryoablation probe requires only a 3mm skin nick regardless of the fibroadenoma size.

To request a patient education brochure on Visica Cryoablation, please call us at 810-732-1919. We would also be pleased to discuss this innovative treatment with you or with any patients that you would like to refer for consult.

Sincerely,

Randy D. Hicks, M.D., M.B.A.

COMBINED WITH RMI'S IMAGING RESOURCES, TUMOR BOARDS BENEFIT PATIENTS WITH COMPLEX CANCERS

Conclusively diagnosing and determining the best treatment for complex cancer cases can require multiple exams with different modalities and the expertise of several specialists.

This process can be lengthy, costing patients valuable time during which they could otherwise be receiving appropriate treatment. However, RMI's participation on Tumor Boards at area hospitals helps accelerate the process dramatically.

In one recent example, RMI helped achieve within 11 days a total diagnosis that might otherwise have taken up to two months. A breast surgeon referred a 57-year-old woman with a probable axillary mass to RMI for a mammogram. When the mammogram failed to reveal a mass, RMI conducted an axillary ultrasound exam, which confirmed the axillary mass. RMI then performed a percutaneous core biopsy. Results, returned six days later, confirmed a malignancy of unknown source, with probable origin in the breast or lung.

Additional studies also failed to find the source of the cancer. With the origin still inconclusive, RMI convened a Tumor Board conference call, during which Dr. Randy Hicks conferred with an oncologist and the patient's breast surgeon. It was concluded that a whole-body imaging exam was necessary.

A whole-body PET/CT exam performed at RMI five days later determined that the lesion originated in axillary breast tissue and that lymphatic involvement was more extensive than initially suspected, with supraclavicular extension. This altered the patient's staging and treatment plan, which now called for her to proceed directly to neoadjuvant chemotherapy.

"This case illustrates what RMI's imaging technology, combined with our in-house medical expertise and that of our colleagues on Tumor Boards, can achieve for patients," said Randy Hicks, M.D. "Waiting up to two months for a total diagnosis would have caused this patient to lose precious time. But this innovative approach directed her to appropriate treatment with remarkable timeliness."

PATIENT SURVEYS

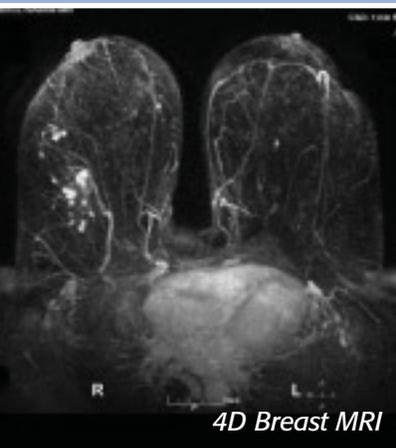
drive quality improvement

At RMI, we take pride in bending over backwards to provide the ultimate level of service to each patient. Meeting this standard depends on continuously receiving – and acting on – patient feedback.

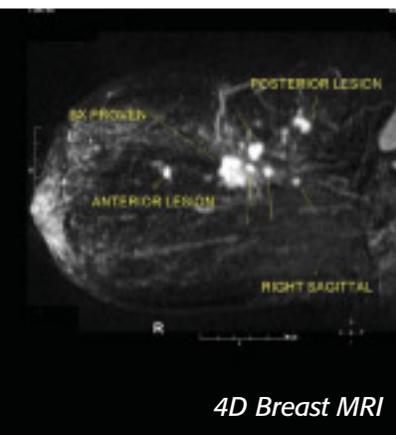
To make this process systematic, we now ask patients to rate their experiences on a seven-point survey. RMI then incorporates this data into ongoing improvement efforts, giving you the peace of mind that your patient's experience is our top priority.

RMI's 4D MRI:

A vital tool for patients at high risk for breast cancer



4D Breast MRI



4D Breast MRI

Recommendations and research from such sources as the American Cancer Society continue to support breast MRI as a supplement to mammography for women who are at high risk for breast cancer or have dense breast tissue. Referring physicians can take confidence in knowing that our practice provides the most advanced form of breast MRI available.

RMI had a pioneering role, made possible by Dr. David Strahle's unique background in both technology and medicine, in developing 4D Breast MRI. This innovative modality increases sensitivity and specificity, supplementing three-dimensional images with a fourth dimension based on time and motion. This creates an enhanced view of the breasts and any suspected tumors as they function in real time.

Breast MRI makes early cancer detection more likely, and often reveals tumors that other imaging modalities miss. When cancer is found, the enhanced image data often guides treatment decisions.

At RMI, we know how important it is to be confident that your patients are receiving the highest quality imaging services. So we're pleased to offer 4D Breast MRI for patients whose profile indicates breast MRI in addition to mammography.

Breast-Specific Gamma Imaging

now available at RMI

RMI has added Breast-Specific Gamma Imaging (BSGI) to our set of modalities. This complementary tool provides the next step after a mammogram in detecting early cancers, identifying suspicious and difficult-to-interpret breast abnormalities, and differentiating between benign and malignant tumors.



"We find BSGI to be a proven and effective tool in the early detection of breast cancer when mammography is inconclusive,"
Randy Hicks, M.D.

Although mammography is highly sensitive, in some cases it provides low specificity. Patients who require an adjunctive procedure to mammography include high-risk women with equivocal mammograms; women with dense breasts, scarring from previous surgery, implants, or palpable lumps that can be felt but not seen with mammography or ultrasound; and those with known cancer to detect possible additional lesions.

Through multiple clinical studies, BSGI has demonstrated a high sensitivity for identifying earlier stage cancers as small as 3 mm, and has consistently provided a specificity of 92 percent.

For more information about this new diagnostic tool, contact Carrie McCollum at (810) 938-1764.

Operational Updates

BLUE CARE AUTHORIZATION REQUIREMENTS

The Blue Care Network's radiology authorization requirements are expanding effective January 1. For more information, please view the expanded Blue Care Web site at www.ereferrals.bcbsm.com.

RMI ADMINISTRATIVE CONTACTS

For information about...	DEPARTMENT	PHONE	FAX
Pre-certification requirements	Pre-registration	810-244-7100	810-732-1942*
Requesting films	Medical Records	810-732-1846	810-732-8959
Patient bills	Billing	810-244-3871	810-732-3740
Scheduling appointments	Scheduling	810-732-1919	810-732-1945**

*To fax your patient's pre-certification authorization. **To fax your patient's order.

RMI SERVICES AND LOCATIONS

SERVICE	SITE(S) OFFERED*
Bone Densitometry (DEXA)	LR F GB D
Breast-Specific Gamma Imaging	LR
Computed Tomography (CT)	LR F GB
Fluoroscopy	LR F GB
Magnetic Resonance Imaging (MRI)	LR
Mammography	LR F GB VL D
MRI Guided Breast Biopsy	LR
Nuclear Medicine	LR F GB
PET/CT	LR
Stereotactic Guided Breast Biopsy	LR
Ultrasound	LR F GB VL D
Vascular Imaging	LR F GB VL D
X-Ray	LR F GB VL D
4-D Breast MRI	LR

*** SITE(S)**

LR Lennon Road (Flint) **VL** Villa Linde
F Fenton **D** Davison
GB Grand Blanc

LOCATIONS

Flint Office

3346 Lennon Road
 Flint, Michigan 48507
 (810) 732-1919

Fenton Office

221 W. Roberts Street
 Fenton, Michigan 48430
 (810) 629-4192

Grand Blanc Office

8483 Holly Road
 Grand Blanc, Michigan 48439
 (810) 694-8201

Villa Linde Office

5059 Villa Linde Pkwy • Suite 25
 Flint, Michigan 48532
 (810) 732-8870

Davison Office

1141 S. State Road • Suite 26
 Davison, Michigan 48423
 (810) 658-4454

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.



www.rmipc.net

810-732-1919

Clearly. Better. Choice.

