

Screening Mammography Promotion

The economic downturn has affected practically all sectors, and medicine is no exception. At your practice you may have had patients call to cancel appointments because they are out of work and have lost their health insurance. Some, even with health insurance coverage, simply cannot afford to meet their deductibles. We have noticed this at XRC Medical Imaging and it is particularly disturbing when it prevents women from getting screening mammograms. So we decided to do something about it.

Normally, XRCMI does a screening mammogram promotion every October, during National Breast Cancer Awareness Month. This year however, given economic circumstances, we are running the same promotion in May and June, as well as October. The cost of a digital screening mammogram will be \$75 (a fraction of our normal charge),

which includes the mammogram, R-2™ computer analysis, and interpretation by an XRC board-certified radiologist. In the event special views or interventional procedures are needed, they too will be billed at discounted rates.

Patients wishing to use their insurance will be billed at our customary rates. Enrollees of government-sponsored plans such as Medicare, Medicaid, Champus and Veterans Administration will be subject to regular pricing, allowed amounts, deductibles and coinsurance as determined by those plans.

If you have a patient or know of someone who is putting off mammography because of financial reasons, please tell her about this offer. If just one life is saved, it will be well worth our while.



A Message from Michael

As XRC Medical Imaging prepares to celebrate its 7th anniversary later this month, I'm amazed at how quickly the time has passed. It seems like just yesterday that my partners and I donned hard hats and posed for the obligatory groundbreaking photos with gold shovels. Once we opened, we became the area's first freestanding, multi-modality outpatient imaging center. We also were the first to have a multi-slice CT scanner, perform PET-CT, and make reports and images available on CD-ROM as well as via web server.

While much of that technology has become commonplace, what really separates XRCMI from everyone else is the consistently outstanding patient satisfaction we achieve. Overall patient satisfaction has been at or near 97% ever since we opened our doors. For that, I tip my hat to our staff whose efforts in this regard go unmatched.

I also want to recognize our partner, St. Joseph Regional Medical Center, for their support through the years. For those of you who are new to our community or otherwise didn't know, XRCMI is a joint venture between X-Ray Consultants and SJRMC. We intend to make this fact better known as we will soon be erecting SJRMC signage on our building and including the SJRMC name and logo on our correspondence.

As you are aware, today's healthcare market has no shortage of unique challenges. We are proud to have SJRMC as our partner to meet those challenges and to help XRCMI continue to provide you and your patients with the finest outpatient imaging Michiana has to offer.

Mike



Mike McCrea, MD

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Know Your Radiologists

Match a number with a name. Answers on page 4.



Vic Jones, MD



Doug Kuehn, MD



Bob Rust, MD



Mike McCrea, MD



Brett Stephens, MD



Toby Mathews, MD



Jon Harman, MD



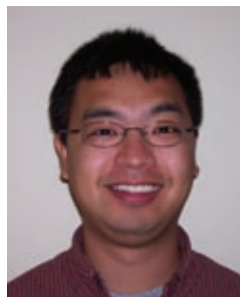
Linda Tuthill, MD



Mike Lulenski, MD



Steve Gerstler, MD



Vu Nguyen, MD



Paul Shu, MD



Sandra Roland, MD

1. Fellowship-prepared in musculoskeletal imaging. Active in Sports Medicine Forums. Served as Air Force radiologist for four years.
2. South Bend native and IU grad. Special interest in imaging computer systems. Avid golfer.
3. Harley-riding Buckeye who bleeds scarlet and gray. General radiologist with particular interests in CT and MRI.
4. Canadian-born interventional radiologist with special interests in uterine artery embolization, non-invasive cardiac imaging and oncology imaging / interventions.
5. Current President of XRC. Past President of SJRMC-SB Medical Staff. Purveyor of 10,000 jokes (all available on instant recall).
6. Medical Director of SJRMC-Plymouth Imaging Department. Golf and basketball enthusiast.
7. South Bend native. Purdue Boilermaker undergrad and loyalist. Fellowship trained in CT and ultrasound.
8. Mammography sub-specialist and current Chairperson of SJRMC-SB Imaging Department. Has two Basenji dogs.
9. A "domer", having done his undergrad work at Notre Dame. Medical Director of XRC Medical Imaging. Fellowship-trained in musculoskeletal imaging.
10. Grew up on a duck farm near Milford. University of Evansville "Purple Aces" alum. Special interest in pediatric radiology.
11. Interventional radiologist specializing in laser ablation of varicose veins at Legacy Vein Clinic. Univ. of Kentucky alum who loves his Wildcats.
12. Past President of XRC. Previous Medical Director of XRC Medical Imaging. Past Chairman of SJRMC-SB Imaging Dept. Fellowship-trained in CT.
13. Interventional radiologist. Hobbies include classic car restoration, architecture and design.
14. Ohio native with fellowship training in neuroradiology. Medical Director of Bremen Community Hospital Imaging Department.
15. Mammography / nuclear medicine sub-specialist and NASCAR die-hard. Secretary-Treasurer of XRC.
16. Interventional radiologist specializing in laser ablation of varicose veins at Legacy Vein Clinic. Native of St. Joseph, Michigan.



Dave Cory, MD



Tim Smith, MD



Ed Yang, MD

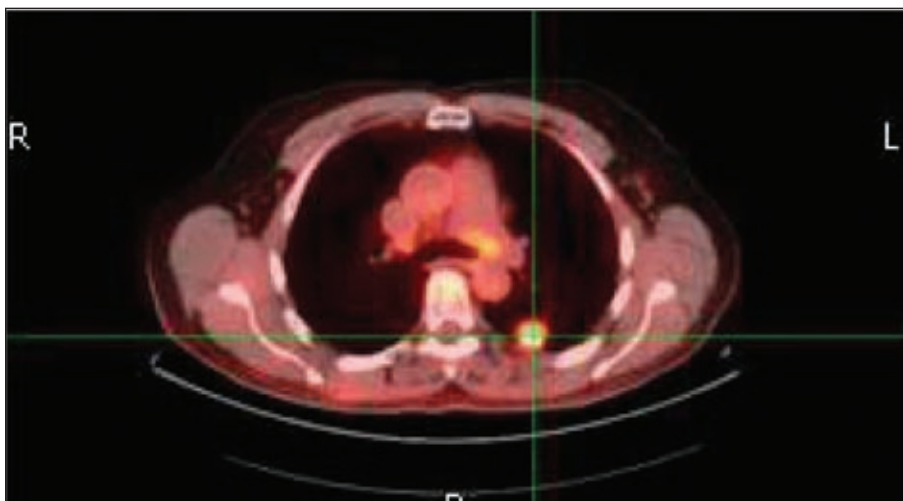
CMS Approves More Indications for PET-CT

The National Oncologic PET Registry (NOPR) was established in 2006 to investigate whether the Centers for Medicare & Medicaid Services (CMS) should expand its coverage for PET and PET-CT scans to include more types of cancers and more indications (diagnosis, staging, re-staging, treatment monitoring). After examining 3 years of data, CMS determined that there is evidence that PET is useful in many types of cancers that CMS had not previously covered and thus CMS has greatly expanded its coverage.

Now, most cancers are covered for "Initial Treatment Strategy" (diagnosis and initial staging). That means that patients with these cancers no longer have to be scanned through the auspices of the NOPR for CMS to provide payment. For "Subsequent Treatment Strategy" (treatment monitoring, re-staging and detection of suspected recurrence), some are also covered, but those which are not can still be scanned via the patient's enrollment in the NOPR.

The new ruling is complex, accompanied by an 83-page Provider Manual, but a chart listing the various cancers and their respective coverages is available from XRC Medical Imaging for your convenience. To obtain a copy, simply call Gary Jensen at (574) 243-4286 or e-mail Jensen@xrcmi.com. The chart can be either mailed or e-mailed to you.

Please consider XRC Medical Imaging for all of your patients' PET-CT needs. Our Philips Gemini PET-CT scanner is state-of-the-art, featuring the fastest acquisition crystals in the industry, thus reducing scan time and radiation dosage to the patient. It also provides superb images and its open architecture has a calming effect for claustrophobic patients.



At left, a PET-CT scan performed at XRC Medical Imaging demonstrating a hypermetabolic nodule in the left posterior lung field, suspicious for malignancy.

From the "You Just Can't Make This Up" Department

Here are some **actual** histories that came to radiology departments across the country (reprinted with permission from Aunt Minnie.com):

Head CT: "Patient is lazy."

Knee X-Ray: "Injured while jello wrestling."

Newborn Chest X-Ray: "Dementia."

Head CT: "Woke up from bad dream."

Femur X-Ray: "Stabbed deer. Deer stabbed back."

Abdominal Ultrasound: "Positive Murphy's Sign on left. Is the gallbladder on the left?"

Bone Age Study on a four year old: "Failure to drive."

Barium Enema: "R/O brain tumor."



And the winner is:

"Patient speaks Chinese. We cannot understand. So we will order CT of head, C. Spine, chest, abdomen & pelvis."

XRCMI Closed on Wednesday Afternoons

Following the lead of many area physician offices, XRC Medical Imaging is now closed on Wednesday afternoons. Communication of this has already been sent out to most area physician offices. We will, however, have a staff member stay behind on Wednesday afternoons to receive your telephone calls and schedule your patients. We will also continue to provide courier service on Wednesday afternoons in order to get information to you in a timely manner. Please make your schedulers aware of our new hours of operation below:

Mondays: 7:30 AM – 5:00 PM
Tuesdays: 7:30 AM – 5:00 PM
Wednesdays: 7:30 AM – 12:00 Noon
Thursdays: 7:30 AM – 5:00 PM
Fridays: 7:30 AM – 5:00 PM

Answers to “Know Your Radiologists”

- | | | |
|-----------------------------|------------------------|--------------------------|
| 1. = Dr. Ed Yang | 7. = Dr. Vic Jones | 13. = Dr. Jon Harman |
| 2. = Dr. Dr. Steve Gerstler | 8. = Dr. Linda Tuthill | 14. = Dr. Paul Shu |
| 3. = Dr. Doug Kuehn | 9. = Dr. Vu Nguyen | 15. = Dr. Brett Stephens |
| 4. = Dr. Dr. Sandra Roland | 10. = Dr. Dave Cory | 16. = Dr. Mike Lulenski |
| 5. = Dr. Mike McCrea | 11. = Dr. Toby Mathews | |
| 6. = Dr. Tim Smith | 12. = Dr. Bob Rust | |

We're on the web! www.xrcmi.com

Scan-O-Gram

From your partners at XRC

*X-Ray Consultants, Inc.
121 S. St. Louis Blvd.
South Bend, IN 46617*



Now view the Scan-O-Gram on the web at www.xrcmi.com