

Pain Relief

Interventional Radiologists Treat Pain at the Source



Dr. John J. McLaughlin (right) performs an interventional radiology procedure at VIVA, assisted by Kim Calamos, RT.

Pain management is a significant medical and economic issue. A recent Institute of Medicine (IOM) study finds chronic pain affects at least 116 million American adults, more than the total affected by heart disease, cancer, and diabetes combined. Pain also has a major economic impact, costing up to \$635 billion each year in medical treatment and lost productivity.

For 15 years, the interventional radiology

and vascular surgery division of Radiologic Associates of Fredericksburg that practices at Virginia Interventional & Vascular Associates (VIVA) has been treating patients with chronic pain to minimize their discomfort and help restore their quality of life. VIVA's board-certified interventional radiologists are specialists in minimally invasive, imaging-guided procedures. They provide effective pain relief for conditions affecting the back, neck, shoulders, legs, wrists, knees and elbows. Rather than offer pain medication, VIVA physicians treat the source of the problem to relieve pain.

"Sometimes the source of a patient's pain isn't clear," said R. Donald Doherty, Jr., MD, board-certified interventional radiologist with VIVA. "Our expertise in image interpretation can pinpoint the exact cause of pain, and help us determine the most successful treatment."

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Legs for Life Screens 110 Area Residents



Dr. Victor D'Addio of Virginia Interventional & Vascular Associates consults with a Legs for Life participant.

Legs for Life, held earlier this fall at Medical Imaging of Fredericksburg, tested 110 residents of Fredericksburg, Stafford, Spotsylvania, King George, Colonial Beach, and Richmond for vascular conditions. The fifth annual event was sponsored locally by Virginia Interventional & Vascular Associates (VIVA), Virginia Heart & Vascular Institute, and the Society of Interventional Radiology.

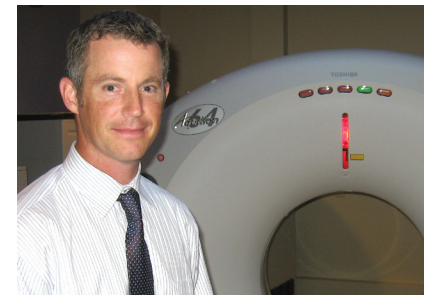
Event Coordinator Pamela McGrath said Legs for Life volunteers use blood pressure

Legs for Life Screens Area Residents continued page 3

Lung Cancer Screening Available Locally, Proven Effective in National Research Study

A lung cancer screening test now available at Medical Imaging of Fredericksburg uses low-dose helical computed tomography (CT) to scan patients with a history of heavy smoking.

The test and patient screening criteria are based on the National Lung Screening Trial (NLST), a randomized, multi-center research study that demonstrated the effectiveness of low-dose CT scans in detecting lung cancer, said Stacy Moulton, MD, board-certified diagnostic radiologist with Radiologic Associates of Fredericksburg (RAF). RAF radiologists interpret test results at Medical Imaging of Fredericksburg, a partnership of RAF and Mary Washington Healthcare.



Dr. Stacy Moulton, diagnostic radiologist with RAF

"Medical imaging tests, such as X-rays, have long been evaluated to screen for lung cancer," Dr. Moulton explained. "But until now, the cost versus benefit of these screenings has been inconclusive. The NLST demonstrates a clear benefit. In fact, researchers reported their preliminary findings early, in November 2010, because the data was so conclusive."

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Referring Physician Resources

Free Mobile App Coming for Imaging Studies

Area physicians who use RAF's online Picture Archive Communication System (PACS) to order and view medical imaging studies will be able to do so from their iPads, iPhones, and Android mobile devices by first quarter next year.

RamSoft, the software vendor for RAF's PACS, is making a free mobile application available as part of its planned system upgrade, said Irene Valentino, RAF director of administrative operations. Physicians who are interested in the app will be able to download it from the login screen on the PACS server.

The app will enable physicians to use their mobile devices to order imaging studies for patients, read reports, and view non-diagnostic medical images, Valentino added. Physicians also will be able to view ultrasound images performed at Virginia

Interventional & Vascular Associates, RAF's interventional radiology practice. To protect patient privacy, the software will configure users with security settings that meet all HIPAA rules and regulations.

Nationwide, an estimated 30 percent of U.S. physicians own an iPad, another 28 percent plan to purchase an iPad by year's end, and 81 percent own smartphones, according to a study earlier this year by Manhattan Research.

For more information, contact Irene Valentino at ivalentino@rafadmin.com or (540) 361-1000.

To make suggestions for future stories, contact Irene Valentino at (540) 361-1000 or ivalentino@rafadmin.com.

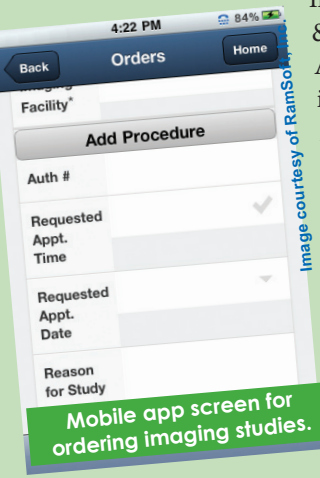


Image courtesy of RamSoft

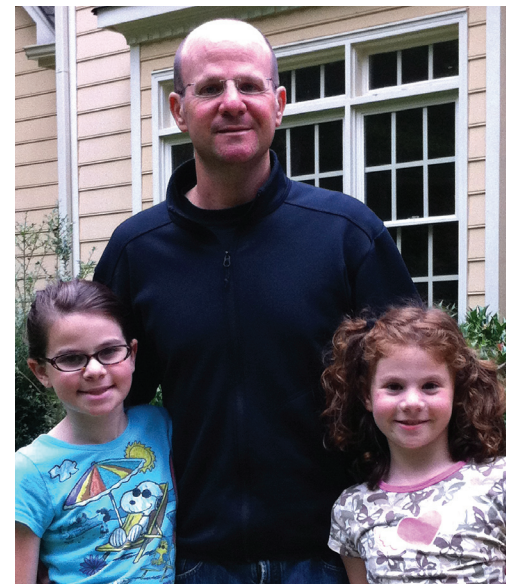
Radiologist Spotlight: David L. Glasser, MD

Working in a hospital emergency department (ED) can make an indelible mark. For Dr. David L. Glasser, it was the catalyst for a career in medicine. In his fourth year at the University of Pennsylvania, while "shadowing" a variety of careers, he volunteered in a local ED. "I saw how, with medical training, I could help people immediately, in what may be their most vulnerable moment," he said. A Florida native, he went on to receive his medical degree in 1994 from the University of South Florida, completing his radiology residency and fellowship at the University of Maryland. University of Maryland classmate Michael McDermott, MD, who joined RAF in 1997, stayed in touch and suggested he pursue a career with RAF. In 1999, Dr. Glasser visited Fredericksburg, loved the city, and an offer from RAF soon followed. "Eleven years after, I can honestly say, I still enjoy coming to work every day," he said. "What I observed from the start is still true now: our doctors lead by example."

A board-certified diagnostic radiologist, specializing in musculoskeletal imaging and magnetic resonance imaging (MRI), Dr. Glasser has also assumed a leadership role with the practice. Currently, he is halfway through a four-year term as RAF's president. He oversees the business side of the practice, in concert with RAF Chief Executive Officer Ed Swager.

"Early on, Dr. Glasser impressed senior associates with his profound grasp of MRI and musculoskeletal imaging, joined with an advanced native intellect and caring dedication," noted his colleague, Michael J. Hewitt, MD, a board-certified diagnostic radiologist with RAF. "He is a quiet doctor, more a careful listener than talker. He is a lovely person. He had, and still has, the special gift of teaching others with kind generosity, and leaving the instructed feeling better about the case, and themselves. RAF is fortunate Dr. Glasser chose to focus his considerable skills on RAF leadership at this time in his career. His various and unsurpassed skills are guiding us forward with honor. In my experience, no one has had a more profound effect on RAF, and our mission of improving patient care, than Dr. Glasser."

Dr. Glasser describes the central philosophy of RAF as "creating a partnership" with patients, colleagues, referring physicians, and the community. RAF's mode of interaction, he noted, is consistently proactive.



"Our largest partner, Mary Washington Healthcare, rarely needs to ask us to do something. We see ourselves as an engine that is pulling rather than being pulled."

For example, although many radiology practices in the US outsource night and weekend work to read medical images online, RAF decided to staff its practice with on-site radiologists 24 hours a day, 7 days a week at the Mary Washington Hospital campus. These physicians, who have sub-specialist

fellowship training, also cover after-hour needs at Stafford Hospital and Mary Washington Healthcare's Emergency & Outpatient Center - Lee's Hill. Images are accessed through a Picture Archive

Communication System.

"We believe that local referring physicians are best served by local radiologists, as we are the ones most familiar with their practice preferences and best suited to help answer their clinical questions," Dr. Glasser noted. "Our decision to provide 24x7 coverage reflects our commitment to quality care, and to our community overall."

Outside the office, Dr. Glasser continues to pursue the interests he has always enjoyed: golf, guitar, and basketball, a sport he's played since the age of 10. Today, he is on the court every Wednesday night with a group of community "hoopsters," whom he describes as people of all ages, from all walks of life.

Dr. Glasser has two daughters: Casey, age 10, and Julia, age 8. He says that being their father is his greatest joy. ■

"Our decision to provide 24x7 coverage reflects our commitment to quality care, and to our community overall."

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“Throughout each case, we consult with referring physicians, who maintain care of their patients to ensure care continuity,” he added. Patients are referred to VIVA by physicians in many specialties, including orthopedics, neurology, oncology, surgery, and primary care. Results are communicated rapidly to referring physicians by phone and written communications.

Pain management treatments are provided at VIVA, Mary Washington Hospital, and Stafford Hospital. They include nerve root blocks, epidural injections, and spine and joint injections. VIVA physicians also offer vertebroplasty and kyphoplasty for spinal fractures from osteoporosis, bone tumors, and sacral insufficiency fractures. In these procedures, interventional radiologists use imaging guidance to inject medical-grade bone cement into the fractures to stabilize collapsed vertebra.

“VIVA physicians perform minimally invasive procedures that can transform how my patients function, without the need to administer more pain medication. They have excellent selection criteria for which patients are the best candidates for treatment, sending me the ‘green light’ for only the patients they believe will truly benefit from these procedures. I view them as problem-solvers and valued partners in providing my patients with the best of care.”

- Ken McDowell, DO
Colonial Internal Medicine Associates

invasive procedures that can transform how my patients function, without the need to administer more pain medication,” he said. “They have excellent selection criteria for which patients are the best candidates for treatment, sending me the ‘green light’ for only the patients they believe will truly benefit from these procedures. I view them as problem-solvers and valued partners in providing my patients with the best of care.” ■

For more information, contact R. Donald Doherty Jr., MD, at doherty@vivassociates.com or call (540) 654-9118 and leave a message for Dr. Doherty.

Ken McDowell, DO, CEO and managing partner of Colonial Internal Medicine Associates in Fredericksburg and Stafford, regularly refers patients to VIVA. Their conditions have ranged from lower leg swelling and pain from varicose veins, to pain from compression fractures of the back.

“VIVA physicians perform minimally

Legs for Life continued from page 1

tests and ultrasound to diagnose peripheral arterial disease and abdominal aortic aneurysm. An additional visual examination is performed to rule out venous disease. Almost half of the individuals screened locally showed some symptoms of vascular disease.

Nationwide, the Society of Interventional Radiology estimates that 10 million people suffer from peripheral arterial disease, an indicator for heart attacks and strokes, yet many with the disease are unaware that they have it.

“With the high prevalence of vascular disease, events like this are an opportunity to educate and screen the public about a silent but potentially life threatening disease,” said Victor J. D’Addio, MD, board-certified vascular surgeon with VIVA.

Legs for Life’s 25 local volunteers on September 24 included board-certified interventional radiologists R. Donald Doherty Jr., MD, and John D. Statler, MD, board-certified vascular surgeon Victor J. D’Addio, MD, nurse practitioner Jennifer Dawson, medical professionals, and administrative staff from VIVA; and nurses and technologists from Medical Imaging of Fredericksburg, interventional radiology departments and nursing units at Mary Washington Hospital and Stafford Hospital, Imaging Center for Women, and Medical Imaging of North Stafford. ■

For more information about symptoms, tests, and treatments for vascular conditions visit www.vivassociates.com/Services.

For more information about Legs for Life nationwide, visit www.legsforlife.org.

VIVA Moving to Expanded Facility

Virginia Interventional & Vascular Associates (VIVA) will move in mid January 2012 from its current location in the Ambulatory Surgery Center at 1201B Sam Perry Blvd., Suite 265, in Fredericksburg, to a larger facility under construction in the Professional Plaza of Lee’s Hill.

Its new location, near US 1 north of the I-95 Spotsylvania exit, also houses Medical Imaging at Lee’s Hill and Mary Washington Healthcare’s Emergency & Outpatient Center - Lee’s Hill.

VIVA is the interventional radiology and vascular surgery practice of Radiologic Associates of Fredericksburg (RAF). Its interventional radiologists and vascular surgeons have seen significant growth in the number of procedures performed annually since 2007 when VIVA began, noted RAF CEO Ed Swager. Treatments offered by VIVA physicians include minimally invasive procedures for compression fractures caused by osteoporosis, uterine fibroids, cancer, varicose veins/spider veins, and many other conditions.

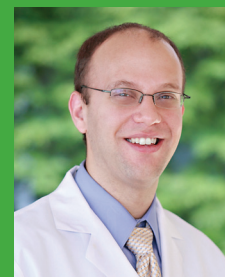
Irene Valentino, RAF director of administrative operations, said VIVA has outgrown its current space, as both the number of procedures and patient visits have increased. The new facility will provide an overall more spacious and welcoming environment.

“VIVA’s new location will offer 9,200 square feet of space, more than double what is available now, and a warm, patient-friendly environment that is easy to navigate,” Valentino said. “It will be conveniently located for patients throughout the region.” ■

For more information, contact Irene Valentino at ivalentino@rafadmin.com, (540) 361-1000, or visit www.vivassociates.com.



New Women’s Imaging Specialist Joins RAF



David Schlesinger, MD, has joined Radiologic Associates of Fredericksburg (RAF) following his breast imaging fellowship at Harvard Medical School, Brigham and Women’s

Hospital. Dr. Schlesinger is among 12 diagnostic radiologists with RAF who serve patients at the Imaging Center for Women, located on the Mary Washington Hospital campus.

Dr. Schlesinger is certified by the American Board of Radiology. At Harvard, he received the Fellowship Teaching Award from the Department of Radiology. He earned his medical degree from State University of New York at Buffalo and completed his radiology residency at the University of Texas Health Sciences Center, where he was chief resident in radiology.

www.imagingway.com
(540) 361-1000

Ed Swager, Chief Executive Officer

Radiologic Associates of Fredericksburg (RAF) is the largest provider of medical imaging services in the Fredericksburg, Stafford and Spotsylvania area. RAF's interventional radiology and vascular services group, Virginia Interventional & Vascular Associates (VIVA), performs minimally invasive procedures, vascular lab studies and vascular surgery.

RAF publishes *Imaging Advances* periodically for referring physicians and the greater medical community. For more information, please contact Irene Valentino, RAF Director of Administrative Operations, ivalentino@rafadmin.com, (540) 361-1000.

Imaging Advances is produced by Health Industry Writers, a division of Susan Carol Associates Public Relations

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The NLST study showed 20 percent fewer lung cancer deaths among trial participants screened with low-dose helical CT compared to those who were screened with chest X-rays. Final results were published August 4 in the *New England Journal of Medicine*.

The lung screening test at Medical Imaging of Fredericksburg is offered to patients meeting the following NLST criteria:

- 55–75 years old
- No cancer diagnosis in past five years except basal cell skin cancer
- At least a 30-pack-year smoking history, calculated by multiplying packs per day by years of smoking. For example, a patient who smoked one pack a day for 30 years, or two packs a day for 15 years, would qualify.

Patients with a history of heavy smoking and who do not fit the criteria will be referred to their primary care physicians.

Timely Testing and Results

Barry Nielsen, clinical director of Medical Imaging of Fredericksburg, said the imaging centers' Mary Washington Hospital campus location began offering the lung screening tests in September. Patients or their physicians can contact Medical

***For appointments,
 call 540-741-7644 or
 toll free 866-828-7226
 (866-VCT-SCAN).***

Imaging of Fredericksburg directly to schedule a scan.

Carla Brooks-Ford, CT screening coordinator for the centers, completes paperwork with patients when they arrive for the procedure. The painless, non-invasive study takes less than 20 seconds, with additional time required for study interpretation.

After the test, the patient waits in the center's waiting room while a radiologist reviews findings, then sits down with the radiologist to review results. Should findings be significant, a radiologist will contact the patient's primary care physician directly within a day.

Dr. Moulton added, "If we have detected a pulmonary nodule, depending on the size and morphology, the patient may just need to follow up at a later date. If the nodule's size and features warrant more concern, we may recommend a biopsy and other steps."

The lung cancer screening test currently is a \$325 expense paid up front by the patient. Patients may check with their insurer afterward to determine eligibility for reimbursement, but Medicare and most insurers do not presently cover the test, Nielsen said. ■

For more information about this story contact Stacy Moulton, MD, at moulton@rafimaging.com, leave a message for him at (540) 361-1000, or contact Barry Nielsen at barry.nielsen@mwhc.com or (540) 741-3402.