

Cosmetic Center by VIVA Now Open in Fredericksburg

Refresh your skin.
Rejuvenate your life.



VIVA's Board Certified, Fellowship Trained physicians offer a full line of customized services at Cosmetic Center by VIVA, right here in Fredericksburg. In their modern and tranquil facility, patients receive aesthetic, anti-aging, and regenerative skin care in a serene and relaxing environment. Located in Suite 207 of Lee's Hill Medical Plaza, Cosmetic Center neighbors VIVA's primary office on Spotsylvania Avenue and is conveniently located off I-95 at exit 126.

Offering the latest innovations in aesthetics and skin care, the Cosmetic Center combines proven techniques with VIVA's trusted medical expertise. Whether patients are searching for routine beauty maintenance or considering cosmetic enhancements for the first time, VIVA seeks to serve each patient's unique needs with the same attentive communication and highest quality, customized care on which VIVA prides itself.

The Cosmetic Center by VIVA specializes in outpatient cosmetic procedures including injectables such as Botox® and dermal fillers; skin tightening; body contouring, laser hair removal,

and skin resurfacing/rejuvenation with chemical peels, microdermabrasion, and dermaplaning.

Drs. R. Donald Doherty, Jr. and Samer Hijaz are the doctors behind the Cosmetic Center. They have each received training in the art, science, techniques, and procedures of aesthetic medicine from the American Academy of Aesthetic Medicine. Both Board Certified and Fellowship Trained Interventional Radiologists are experts in minimally invasive procedures and have an enthusiasm for aesthetic medicine and helping their patients achieve their aesthetic skin care goals. According to Chris Snyder, the Chief Operating Officer at Radiologic Associates of Fredericksburg, VIVA is fortunate to have the expertise of Drs. Doherty and Hijaz and their commitment to medical aesthetics.

Patients may schedule a free consultation by calling: (540) 376-7777 or find more information on the complete list of services by visiting cosmeticcenterbyviva.com. ■

Cosmetic Center by **viva**

Leading-edge PET/CT technology available in Fredericksburg

Last year, Medical Imaging of Fredericksburg (MIF) installed a leading-edge advanced PET/CT unit at their Fredericksburg location. The proprietary technology in the new unit facilitates the assessment of the location, extent, and severity of disease with a speed and accuracy that did not previously exist. This higher level of imaging and diagnostic accuracy is accomplished with an even lower dose of radiation than traditional scans. For patients with metal implants, it has the capability of producing a clear picture, reducing or even eliminating the visual disruptions that would occur in

Leading-edge PET/CT technology available in Fredericksburg continued on page 3

Relief for Chronic Migraines with SphenoCath®

Chronic migraine sufferers are finding relief through a quick and painless outpatient procedure known as SphenoCath®. SphenoCath®, short for sphenopalatine ganglion (SPG) catheter, is a patented method of delivering a sphenopalatine ganglion (SPG) block. SPG is delivered through a flexible catheter that is roughly the diameter of spaghetti pasta. After applying topical anesthetic, the SphenoCath® is inserted through the nose. X-ray

Relief for Chronic Migraines with SphenoCath® continued page 3

Uterine Fibroid Embolization

Uterine fibroids (leiomyomas) are non-cancerous tumors that grow from the muscle cells in the uterus. The tumors are not dangerous and do not spread within the body. Women with uterine fibroids may have symptoms including heavy menstrual bleeding, pain or pressure in the abdomen or pelvis, enlargement of the abdomen, constipation, frequent urination, or painful intercourse. Most women learn of their uterine fibroids after an ultrasound or MRI exam.



Cindy Greenwood out with her horse Romeo.

Uterine fibroids are common in women who are in their early to mid 40's. Increased risk factors include obesity and high blood pressure. Women who are over the age of 40 as well as those who have a family history of fibroids or are of African-American descent are at an increased risk for developing fibroids.

Uterine Fibroid Embolization (UFE) is a minimally invasive, highly effective procedure for the treatment of uterine fibroids (leiomyoma). Endorsed by the American College of Gynecology as a primary treatment for uterine fibroids, UFE provides faster recovery than surgical options with most women returning to normal activities in 7-10 days, compared with 6 – 8 weeks for traditional hysterectomy. UFE is also significantly less invasive than a traditional hysterectomy.

Despite these advantages to traditional hysterectomy, many women are not aware of the benefits of UFE. One in five women with fibroids believe that traditional hysterectomy is the only treatment available to them. Almost 50% of women with fibroids have never heard of UFE. Almost 80% of women who know of UFE only happened to learn about it through friends and family, which is why patient education is so important.

Uterine Fibroid Embolization is performed through a tiny incision in the skin, usually less than a quarter inch at the groin or the wrist, compared to the 5 to 7 inch incision of a traditional hysterectomy. The Interventional Radiologist guides a tiny catheter into the uterine arteries and releases tiny particles to block the blood flow into the uterine fibroids. Once the blood supply is cut off, the fibroids are starved of oxygen and nutrients, causing them to shrink. Most women only have a short, overnight stay in the hospital following the embolization.

The Board Certified and Fellowship Trained Interventional Radiologists at VIVA have been pleased to offer UFE to our patients in the Fredericksburg community for over 20 years.

Women who may have fibroids are welcome to directly schedule a consultation with our office at 540-654-9118 or request a referral through their OB-GYN or primary care provider.

Cindy Greenwood, NP has served patients at VIVA for nearly nine years. When Cindy was diagnosed with uterine fibroids, she became a patient herself. Ms. Greenwood appreciates the ability to share her positive experience and spread awareness of this alternative to surgery. "Being a Nurse Practitioner in Radiology, I saw many women go through this procedure with great success. When I developed symptoms, I knew that this would be the procedure that I would choose over any other treatment."

Prior to the procedure I experienced heavy menstrual periods with severe abdominal cramping. I was also going to the bathroom every hour due to frequent urination. The heavy bleeding led to feelings of embarrassment and I often did not want to leave the house in fear I would soil my clothes. The pain was so intense I had to take ibuprofen on a regular basis. Since the procedure my menstrual flow has significantly decreased, I am able to leave my home with more confidence and I no longer need ibuprofen during my period. The procedure has definitely increased my quality of life. ■

Relief for Chronic Migraines with SphenoCath® continued from page 1

guidance is used to direct the medication to the sphenopalatine ganglion. The resulting temporary blockade of the SPG has been compared to restarting a malfunctioning computer. After recovering from the blockade, the ganglion begins functioning in a more normal, predictable pattern.

This painless, minimally invasive, 5 minute procedure can provide immediate and long-lasting relief for chronic migraine sufferers.

Dr. Statler, a Board Certified, Fellowship Trained Interventional Radiologist at Virginia Interventional and Vascular Associates (VIVA), has helped many patients who suffer from chronic migraines using SphenoCath®. The treatment has had a great impact. “For a subset of patients who suffer from migraines four or more times a year without relief from oral medications, we have found that SphenoCath® can help them lead a more normal life.” Along with Dr. Statler, the Board Certified, Fellowship Trained Interventional Radiologists at VIVA are experts at providing this treatment.

Nancy Thomas is one such patient who has benefited from treatment: “I have been suffering with migraines for about twelve years... one to two migraines a week. I found myself both physically and mentally drained. In November 2016, I had my first SphenoCath® and have had more procedures since. In the last 7 months, I have had approximately 6 migraines. My quality of life has improved significantly; even my children commented that I seem so much happier. I would recommend this quick and painless procedure to anyone suffering from migraines.” ■



Leading-edge PET/CT technology available in Fredericksburg continued from page 1



other PET/CT units. The higher quality images are processed faster which enables clinicians to diagnose cancer earlier, thus facilitating the most effective and targeted treatment strategies possible.

“Our newest PET/CT unit puts MIF on par with recognized teaching hospitals, but at non-hospital rates, and allows us to continue providing the very best medical imaging services to the community,” stated Dr. Green, radiologist and partner with Radiologic Associates of Fredericksburg.

This leading-edge technology is only a portion of the value offered at Medical Imaging of Fredericksburg. When it comes to serving the greater Fredericksburg community, MIF is dedicated to providing patients with the best care, the best service, and the highest value. The Board Certified, Fellowship Trained Radiologists provide subspecialized expertise in reading and interpreting patients’ scans. Referring physicians can trust that at MIF, their patients will not only find the latest technology to produce their scans, but also the highest qualified Radiologists to read and interpret those images for the earliest possible detection.

Physicians can contact the RAF Physician Concierge with questions or a consultation by calling 1-855-RAF-LINE.

Early detection. Accelerated accuracy. One clear picture. ■

www.rafimaging.com
 www.vivassociates.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 surgery 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 Tammy Gressly, Director of Administrative Operations, tgressly@rafadmin.com, (540) 361-1000.

Imaging Advances is an award-winning publication produced by Story Collaborative

Radiologic Associates of Fredericksburg
 10401 Spotsylvania Avenue, Suite 200
 Fredericksburg, VA 22408

Physician Spotlight: Edward C. Hwang, MD MBA

Since childhood, Dr. Hwang wanted to be a doctor. It was a dream his parents strongly encouraged. Dr. Hwang's parents emigrated from Taiwan so that his father could pursue a Master's in Mineral Engineering at the University of Alaska, Fairbanks and a Ph.D. at Penn State. Dr. Hwang was born in Arizona and shortly thereafter moved to Lakeland, FL, where he grew up. "My parents were a great influence and taught me the importance of hard work, and of being humble and kind," Dr. Hwang said. His father, an engineer and his mother, a business owner, were a source of motivation for both Dr. Hwang and his brother, an anesthesiologist at Georgetown University. "Being able to see our parents achieve the 'American Dream' was inspiring and their support certainly led to the pursuit of our medical careers."

Dr. Hwang's inspiration was also fueled by his experience in high school, in which he participated in an executive leadership program that provided the opportunity to shadow an Interventional Radiologist after school. "Students in the program were able to choose a career and spend time in the field. The program not only helped me experience Radiology, but a variety of other medical specialties such as obstetrics and cardiology."

As a sophomore at Georgetown University, Dr. Hwang gained early acceptance to the Georgetown University School of Medicine, which enabled him to study abroad at King's College London during his junior year. After graduation from college, Dr. Hwang pursued an MD/MBA degree at Georgetown. "During medical school, I tried to keep an open mind about each specialty, but I was definitely drawn to Radiology," Dr. Hwang said. "During my clinical rotations, I noticed that Radiology often played a key role in patient diagnosis. Ultimately, that was why I chose this specialty."

Dr. Hwang completed a transitional year internship at St. Vincent's Hospital in Manhattan, followed by a Radiology residency and a neuroradiology fellowship at the Mallinckrodt Institute of Radiology in St. Louis, MO. He and his wife met in St. Louis and thought about staying in Missouri; but upon visiting RAF, it was the culture and dynamic that impacted their decision to move to Fredericksburg. "I saw how much the doctors enjoyed their work here. It's a collaborative, collegial group. I learn so much from my colleagues. As a medical group, we have a true community, and we are dedicated to serving the greater Fredericksburg community together." Dr.



Hwang joined the group in 2010.

Dr. Hwang is the Physician Director of Neuroradiology at RAF as well as the physician recruiter. He enjoys introducing applicants to the strong, positive

culture that exists at RAF. "That is the theme that defines RAF: in all we do, we think of our patients' needs first and how we can provide the best possible care to meet those needs." Dr. Hwang also serves on the Stroke Steering Committee and the Code Neuro Peer Review Team. "Imaging is such an important part of stroke diagnosis and management. Active involvement with the Stroke Team is essential, especially with continual updates in stroke guidelines," Dr. Hwang said.

Dr. Hwang resides in Fredericksburg with his wife, Denise, who is the Director of Advancement at Fredericksburg Academy. Dr. and Mrs. Hwang have an 8-year-old daughter, Chelsea, and a 15-year-old feline family member, Newman. They are thankful to call Fredericksburg "home". ■