

Anthem Customers in Our Region Receive Same Quality of Care Following New Insurance Rules

Anthem's new point of service rules require fully insured patients to have high-end imaging provided at sites that are not located within a hospital or at a facility that bills as a hospital. This applies to patients who undergo MRIs, CTs, and PET/CTs. In many other communities, this new policy may be raising concerns about ensuring access to high quality medical imaging services provided in true outpatient settings.

Mary Washington Hospital, Stafford Hospital, and Medical Imaging of Fredericksburg outpatient services operate under the supervision of Radiologic Associates of Fredericksburg's physicians who are Board Certified and Fellowship Trained. This means that patients in the Central and Northern Virginia area will continue to receive the same high level of service with no reduction in patient care or imaging quality.

This unique partnership between Radiologic Associates of Fredericksburg, Mary Washington Healthcare, and Medical Imaging of Fredericksburg ensures that patients will receive the same level of care from the same Board Certified, Fellowship Trained Radiologists both in the hospital and in an outpatient setting at Medical Imaging of Fredericksburg.

High-Quality Regional Outpatient Locations

Five Medical Imaging of Fredericksburg locations are strategically located throughout the Fredericksburg area, including Lee's Hill (I-95 Massaponax Exit 126), Fredericksburg, and North Stafford. With satisfaction rates of 95% or better, along with the designation as the state of Virginia's only Diagnostic Center of Excellence from the American College of Radiology, and much lower costs (up to 27% average savings), Medical Imaging of

Fredericksburg makes travel outside the area for similar services unnecessary.

Anthem Support For Physicians

Radiologic Associates of Fredericksburg and Medical Imaging of Fredericksburg are in a unique position to assist referring physicians during the Anthem transition and beyond. Not only will Medical Imaging of Fredericksburg interact directly



with Anthem on behalf of physicians (reducing the amount of time navigating new requirements), it will also advocate on behalf of imaging patients during the preauthorization process. Patients can also count on the same help from the schedulers at Mary Washington Healthcare.

Superior Quality Technology, Superior Quality Care

Medical Imaging of Fredericksburg centers provide access to world-class technology, including the only True Open MRI, 3T MRI, 3D Mammogram, and Molecular Imaging PET/CT services in the region. Medical Imaging of Fredericksburg

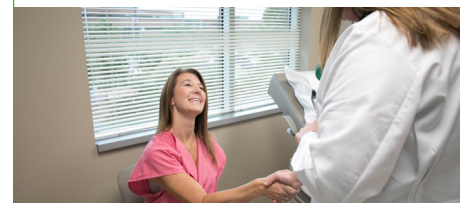
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Y-90: Innovation in Cancer Treatment

In collaboration with Mary Washington Healthcare, Hematology Oncology Associates of Fredericksburg, Northern Virginia Hematology & Oncology Associates, and Virginia Oncology Care, PC, Radiologic Associates of Fredericksburg is pleased to offer the latest services in the treatment of cancer performed by physicians from Virginia Interventional and Vascular Associates (VIVA). The outpatient Interventional Radiology services at Mary Washington Hospital will now include radioembolization, known as Y-90 therapy. Only fifteen years ago, this treatment was not readily available. Now, the Board Certified, Fellowship Trained Physicians of Radiologic Associates of Fredericksburg (RAF) offer this important service for our region.

According to Dr. John D. Statler, Interventional Radiologist at Radiologic Associates of Fredericksburg, "Embolization represents an entirely different way of delivering therapy. Rather than focusing radiation from an external

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New Value-Added Services Launched at VIVA

Virginia Interventional and Vascular Associates (VIVA) is proud to offer high quality, state-of-the-art services, bringing incredible value to the region.

New Value-Added Services Launched continued on page 3

Health Scan: Preventative Screenings that Improve Lives

Medical Imaging of Fredericksburg (MIF) offers state-of-the-art preventative screenings that are improving lives. With the latest technology, Health Scan provides patients with effective prevention and the best early detection. The Health Scan program began with three groundbreaking preventative scans: Lung Scan, 3D mammography, and Heart Scan.

Lung Scan

MIF is the home of our region's expertise in administering and reading a low-dose lung screening, referred to as a "Lung Scan." Lung Scan is a diagnostic, preventative screening that is now elective and available without a prescription.

Lung Scans are much more effective than chest x-rays and identify cancer much earlier. So much so that an NIH-funded national study including 53,000 patients ended early and concluded that low-dose lung screenings "reduced lung cancer mortality by 20 percent in this high-risk population." Lung Scans require a brief appointment that is painless, noninvasive, and requires no contrast dyes.

Patients who are over 50 years of age, with a pack history of 20 or more years, or those who have a family history of lung cancer, should talk to their doctor about a Lung Scan. For patients who meet the eligibility criteria, the Lung Scan should be administered before symptoms appear — its greatest value is in catching lung cancer early, when it can be treated with the highest probability of success. Due to its strong prevention value, the Lung Scan now ranks alongside mammography, colonoscopy, and other established cancer screening tests as the most highly effective means of detecting and consequently treating cancer early. According to Dr. Jakob Schutz, the Director of Body CT at Mary Washington Hospital, "Low-dose lung-screening [Lung Scan] is the best method currently available to detect lung cancer at an early stage."

3D Mammography

In Women's Imaging, 3D mammography is the latest preventative screening technology, detecting up to 35 percent of breast cancers sooner and resulting in fewer patient callbacks and biopsies. Instead of producing an image from a single vantage point, the unit moves in a 15-degree arc, capturing multiple images and compiling them to provide a more complete picture.

"3D mammograms use the same amount of radiation, in the same amount of time, but with much greater detail and information," according to Dr. Roni Talukdar, Medical Director for the Imaging Center for Women and a Board Certified, Fellowship Trained physician with Radiologic Associates of Fredericksburg. In 2D mammograms, breast structures can overlap and mimic a mass, but with 3D, each different image of the breast can be viewed for more accurate determinations. "Ultimately, it means that our ability to pick up small cancers is improved, and we have less false positives," explained Dr. Talukdar.

Annual mammograms are one of the most important prevention steps that women can take for their health. Before regular screening mammography was a standard, cancers often went undetected until they were 2.5-3.5 cm in size. The practice of encouraging annual breast scans has resulted in the average mass now being detected at under 1.5 cm, resulting in a 98-99% survival rate. As Dr. Talukdar states, "It is a 15-minute procedure, once a year, that could save [a patient's] life."

According to the American College of Radiology (ACR) and Society of Breast Imaging (SBI), average-risk patients are advised to begin annual mammograms at age 40. Patients with higher risk, due to a family history of breast cancer, should start mammogram screening earlier.

Medical Imaging of Fredericksburg offers 3D mammograms at three convenient locations in Fredericksburg and Stafford.



PHOTO BY NORM SHAFER

Heart Scan

A Heart Scan, also known as a cardiac scoring, is a five-minute, painless, non-invasive CT scan that can detect cardiac disease before symptoms occur. Of the 735,000 people who suffer from a heart attack each year in the U.S., 50% experience a heart attack as the first symptom of heart disease. According to Dr. Neil Green, a Board Certified, Fellowship Trained physician with Radiologic Associates of Fredericksburg, "1 in 29 asymptomatic patients' calcium scores are 1,000 or greater, which indicates a heart attack waiting to happen. If we can discover who has cardiac disease before a heart attack happens, we can save lives and begin to eliminate the number one killer in this country."

The Heart Scan is designed to calculate the risk of developing Coronary Artery Disease by measuring the amount of calcified plaque in the coronary arteries. The scan is recommended for men over 45 and women over 55, or patients who have at least one risk factor such as high blood pressure, high LDL or low HDL cholesterol, obesity, tobacco use, diabetes, or a family history of heart disease.

What do patients have to say about Health Scan? When asked about the impact of his experience with the Health Scan program offered at MIF, a patient replied, "It puts my belief back into the medical system. Seeing the results made me feel like I knew what I was dealing with. It empowered me."

Call 540-741-9729 to discuss your scan with the Screening Coordinator. Referring physicians can call the RAF Physician Concierge to discuss further with a radiologist at 1-855-723-5463. ■

and its regional service locations are designed to provide the very kind of services required by the new Anthem rules: high-quality outpatient imaging that is equal or superior to that which is being offered by any hospital.

In summary, patients can be certain that Anthem's new requirements will not change the high quality and value of care they receive. All local imaging centers, including Mary Washington Hospital, Stafford Hospital, and Medical Imaging of Fredericksburg, will provide the best available service supported by the same, trusted Board Certified, Fellowship Trained physicians at Radiologic Associates of Fredericksburg. ■

Y-90: Innovation in Cancer Treatment continued from page 1

source, the Interventional Radiologist treats the tumor by inserting radioactive beads inside the body, through the hepatic artery. In the past, patients needed to be admitted to the hospital. This procedure, performed at Mary Washington Hospital, will be provided on an outpatient basis."

Radioembolization combines embolization and radiation therapy to treat both primary liver tumors and tumors metastatic to the liver. Radioactive isotope yttrium Y-90, encapsulated in resin beads called "microspheres", is delivered through the hepatic artery directly into the blood flow leading to the tumor. Healthy tissue is spared as localized; high-dose radiation is released directly into the tumor. Radioembolization offers a direct and effective approach for patients with inoperable liver tumors, improving their long-term survival rates and quality of life compared with supportive care. The destruction of tumor cells and shrinking

that may occur through Y-90 therapy can provide successful treatment of previously untreatable tumors.

"Radioembolization is a safe, effective, minimally invasive procedure that has much fewer side effects than the traditional treatments," said Dr. Statler.

Ranging from 20 to 60 microns in diameter, the microspheres of Y-90 are smaller than the width of a human hair. Through clinical collaboration, the Interventional Radiologist introduces an appropriate number of microspheres into the tumor's blood supply. Once inserted, the encapsulated radiation is carried directly to the blood vessels within and around the tumor. The physical properties of Y-90 allow it to treat the targeted tumor while sparing normal surrounding liver tissue.

Traditional methods of external beam radiation therapy have been unsuccessful in the treatment of liver tumors. Delivering an external dose of radiation sufficient to

treat a liver tumor would often result in unacceptable damage to the liver itself. In contrast, radioembolization maximizes tumor dose while minimizing collateral damage. Y-90 microspheres are "bioinert", and have no systemic effect.

The majority of the radiation dose is delivered within the first ten days following implantation, with all radiation decayed by four weeks. Treated patients have minimal limitations on their daily activities and minimal restrictions on close contact with loved ones. Common side effects include nausea, fever, and upper abdominal pain, all of which are self-limited and easily treated with medication. Y-90 radioembolization is an exciting therapy for the treatment of certain kinds of liver cancer. VIVA physicians are proud to offer this therapy to our community. ■

New Value-Added Services Launched continued from page 1

New value-added services now offered at VIVA are expanded services at Stafford Hospital and Stafford Hospital Medical Office Building (SH MOB), easy access to same-day appointments for medically necessary procedures, and anesthesia in the outpatient setting.

VIVA's physicians and staff are working hard to make quality patient care easily accessible to all referring physicians and patients. To support this effort, VIVA now offers consultations for services as well as pre- and post-operative care at the Stafford Hospital Medical Office Building, in Suite 315. In addition, vascular surgery services are available at Stafford Hospital, provided by the region's only Board Certified, Fellowship Trained Vascular Surgeons.

Another time-saving, value-added service that VIVA has introduced is easy access to same day appointments. This approach is changing the process of scheduling appointments and facilitating same-day service when requested, where the procedure is clinically indicated. Now, physicians can

call to schedule a same-day appointment when they feel there is a clinical need. No matter what it takes, for any service currently offered, VIVA will say, "Yes".

From a patient's perspective, the commitment to easy access is reassurance that if they need immediate care, VIVA is going to make it easy for their referring physician to schedule their appointment. Patients with emergent needs, such as dialysis, for example, can now be confident that VIVA is staffed and ready to serve them. "Easy access is a same-day service policy available at VIVA's Fredericksburg location, wherever possible, where medically indicated," said Chris Snyder, Chief Operating Officer at Radiologic Associates of Fredericksburg. "We are committed to responding to patients' needs with urgency and accessibility." VIVA has office locations in both Fredericksburg and North Stafford, as well as Saturday hours available in Fredericksburg, to help make care more accessible.

Anesthesia is another important new service offered in our Fredericksburg

outpatient office setting. For procedures already offered at VIVA, anesthesia improves the patient experience by allowing for a quicker recovery time. In the past, a procedure would be completed using long-acting sedation medications. Now, for these same procedures, anesthesia is offered, resulting in reduced recovery time. Patients enjoy the convenience of a shortened appointment time, a more comfortable experience, and the ability to return home sooner.

During a regularly scheduled procedure, a surgical anesthesiologist participates by providing the appropriate monitoring and administration of anesthesia. In recovery, patients are less drowsy than when long-acting sedation was previously used. Anesthesia is currently being offered two days a week at VIVA's Fredericksburg outpatient location, adding a higher level of care and comfort for patients.

To find out more information about these services, contact VIVA at (540) 654-9118. ■

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.

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Physician Spotlight: Dr. Victor D'Addio

When Dr. Victor D'Addio, one of the only two Board Certified, Fellowship Trained Vascular Surgeons in the Fredericksburg region, joined Radiologic Associates of Fredericksburg (RAF) in 2009, he immediately fell in love with his new job. "The environment is awesome," Dr. D'Addio said of RAF. "It's just a good group—well-run and a community of outstanding physicians."

Dr. D'Addio grew up in Newburgh, New York. He was an only child and described himself as "a sports guy" in high school, which occupied a lot of his time. "I played football and [was] on the swim team," he said. "I was actually a lineman—the smallest lineman on the team."

He attended Georgetown University in Washington, D.C. where he started as a pre-med student. Halfway through his undergraduate degree, he felt drawn to other subjects and earned a B.A. in History. However, he told us, "I had decided early on that I wanted to do surgery within a specialty," so after graduating from

Georgetown, he studied medicine at Tulane University in New Orleans on a U.S. Army scholarship.

Dr. D'Addio completed his residency at the Walter Reed Army Medical Center, specializing in general surgery, including abdominal, hernia, appendix, colon, and gastric procedures. He describes the experience as intensified training to prepare for a surgeon's future specialty.

"You do a lot of tedious work in the beginning," he said. "But as you progress, you do more complicated operations throughout the years. And that's where you really learn your trade."

In 2003, he was deployed to Iraq during Operation Iraqi Freedom where he worked as a surgeon with the 86th Combat support hospital, living out "the whole M*A*S*H thing." Following his military service, Dr. D'Addio attended UT Southwestern in Dallas, Texas where he completed two years of subspecialty training in Vascular Surgery.

Dr. D'Addio accepted a position with RAF as a Vascular Surgeon in 2009, a



decision of which he remains very pleased. He performs a variety of procedures, including open and endovascular leg revascularization procedures, open and endovascular abdominal aortic aneurysm repair, carotid endarterectomy and vein ablation.

He and his fiancé have a combined family of eight children—four in college or grad school and four still at home, so he spends much of his spare time with them. He loves raising his family in the Fredericksburg area, a place that he feels is his hometown. Contributing to the health and welfare of a place he loves only makes his job more enjoyable.

"The nice thing about being in a community of this size is that I feel like I get to touch a majority of the community. People know your name, get to know you, know what you can do, and that's really gratifying." ■