



Platelet-Rich Plasma Therapy Now Offered at VIVA

A popular new therapy that uses a patient's own cells to help the body heal itself is now available at Virginia Interventional and Vascular Associates (VIVA).

Platelet-rich plasma therapy (PRP) uses injections of a patient's plasma—the liquid portion of blood—to accelerate natural tissue growth.

"It's exciting to make this service available to our local community," said VIVA's Dr. John J. McLaughlin, who was the first to receive the treatment at VIVA this past summer.

Dr. McLaughlin had tried PRP treatment in Northern Virginia two years ago to relieve osteoarthritis pain in his right hip.

"Before treatment, my pain level was a 5 out of 10," Dr. McLaughlin said. "After treatment, I was at a 0 or 1 at most."

He sought to bring this new therapy to patients at VIVA.

How PRP Works

PRP is quick and fairly painless. Blood is drawn, then processed in a centrifuge that concentrates the platelets to nine times the concentration found in whole blood.

Using a small syringe and ultrasound for guidance, the platelet-rich plasma is injected directly into the area of injury.

Patients should allow 4 to 6 weeks for the growth factors to become effective and provide pain relief. Results typically last 6 to 12 months.

"In my case," Dr. McLaughlin shared, "I am having annual hip injections."

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Case Study: Kyphoplasty treatment at VIVA

Patient Presentation

Loretta McMenamini injured her back lifting a vacuum. The pain was intense, and the treatments she was receiving did not bring relief. When an MRI revealed T10 and T12 vertebral fractures as well as degenerative disease, Ms. McMenamini's doctor referred her to Virginia Interventional and Vascular Associates (VIVA).

Consultation and Evaluation

At VIVA, Ms. McMenamini explained the fractures and degenerative disease were causing debilitating pain that interfered with her daily life. Dr. John J. McLaughlin, a Board Certified, fellowship-trained interventional radiologist, recommended kyphoplasty to repair the fractures.

"Ms. McMenamini was an excellent candidate for the kyphoplasty procedure, and we scheduled her treatment right away," Dr. McLaughlin said.

Kyphoplasty Spinal Procedure

Kyphoplasty is a minimally invasive, outpatient procedure that reduces pain by stabilizing fractures. In kyphoplasty, a surgeon inserts a balloon into the fractured vertebra to create a cavity in the bone. The surgeon injects cement into the cavity to repair the damaged vertebra. Kyphoplasty is covered by most health insurance providers.

The procedure prevents further collapse of damaged vertebrae, while providing long-term relief. Most patients report improvement within 48 hours.

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2020 Brings Changes to Clinical Decision Support

January 1, 2020, marked the start of the implementation phase for changes to Clinical Decision Support. The new mandate for Medicare and Medicaid patients requires referring providers to consult appropriate use criteria (AUC) prior to ordering advanced diagnostic imaging services (ADIS) including CT, MRI, Nuclear Medicine, and PET. Radiologic Associates of Fredericksburg has worked proactively with Mary Washington Healthcare to ensure that all referring physicians have the qualified Clinical Decision Support Mechanism (qCDSM) in place to accommodate the new requirements.

Under the Protecting Access to Medicare Act (PAMA), ordering providers are not mandated to strictly adhere to the AUC, just consult AUC. Unlike prior authorization, there is no “hard stop” to the ordering process. This requirement is being highlighted to ensure the implementation process goes smoothly, and patients continue to receive the best quality care.

Here’s what you can expect:

- An AUC consult via a Centers for Medicare and Medicaid Services qCDSM must be documented.
- Better outcomes and faster diagnoses can be achieved when evidence-based medicine and best practices are applied to imaging studies.
- Some electronic health record (EHR) systems, including Epic, are integrating Clinical Decision Support systems into the workflow. Contact your EHR vendor to inquire about features that may be available.
- Radiology departments and centers are required to report which qCDSM was consulted, the results of the consultation (adhere, not adhere, or not applicable), and the tax identification number (TIN) of the referring physician.

In order to avoid unnecessary delays in patient care, Radiologic Associates of Fredericksburg and Mary Washington Healthcare have jointly reached out to ordering physicians to explain the new requirements and provide resources.

Radiologic Associates of Fredericksburg wishes to be an ongoing resource for physicians during the implementation process. Further information can be found on the American College of Radiology website at acr.org. ■

Dr. R. Donald Doherty Jr. is Fredericksburg’s First Physician to Earn Board Certification from the American Academy of Aesthetic Medicine



Dr. R. Donald Doherty Jr.

After rigorous coursework and exams, Dr. R. Donald Doherty Jr. became the first physician in the Fredericksburg region to earn Board Certification in aesthetic medicine through the American Academy of Aesthetic Medicine (AAAM). This makes Dr. Doherty the recipient of triple Board Certification. In addition to aesthetic medicine, Dr. Doherty is Board Certified by the American Board of Radiology in both diagnostic and interventional radiology.

Dr. Doherty joins the ranks of over 5,000 AAAM Board Certified physicians in this globally recognized network.

Dr. Doherty joined Radiologic Associates of Fredericksburg in 2003. He received fellowship training in angiography and interventional radiology at the University of Virginia. At the Medical College of Virginia, Dr. Doherty was a research fellow in rheumatology, allergy, and immunology. From 1999-

2002, he served as a medical examiner for the Commonwealth of Virginia.

Summer 2019 marked the one-year anniversary of VIVA’s expansion into medical aesthetics with the Cosmetic Center by VIVA. Together with Dr. Samer Hijaz, Dr. Doherty offers his patients the highest level of expertise in the region. Procedures and treatments include laser therapy, acne treatment, anti-aging and regenerative skincare, and injectables.

“On behalf of the staff at Cosmetic Center by VIVA, I’d like to express our appreciation to all our clients who have made our first year a success,” Dr. Doherty said. “We’re committed to continued growth in providing the highest quality services for the greatest value in the region.”

Cosmetic Center by VIVA is powered by Virginia Interventional and Vascular Associates (VIVA), the region’s largest multi-specialty practice with a team of interventional radiologists and vascular surgeons who are Board Certified and fellowship trained. For more than a decade, VIVA has brought the most sophisticated interventional radiology procedures and patient care to the Fredericksburg region. ■

Learn more at cosmeticcenterbyviva.com. Both Virginia Interventional and Vascular Associates (VIVA) and Cosmetic Center by VIVA are owned and operated by Radiologic Associates of Fredericksburg, the largest provider of radiologic and vascular surgery services in the Fredericksburg, Va., region.

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Many Uses for PRP

Candidates for PRP include patients with injured tendons, ligaments, or joints, or patients who suffer from mild to moderate arthritis or tendinitis. Any injury could potentially benefit from PRP.

In addition to pain relief, PRP injections can also help preserve joints and slow the onset of early degenerative disease, even before patients begin to experience pain.

PRP as an Alternative to Steroids

Degenerative diseases are often treated with steroids, which can be effective in reducing

pain. What makes PRP different is that it increases the body’s own growth factors to accelerate healing. It is important to remember that unlike with steroid injections, patients will not experience immediate pain relief.

“Regenerative therapy is completely different from conventional medicine in that it’s less crisis-oriented and more holistic,” said Dr. McLaughlin. “Rather than suppressing or killing abnormal cells, the treatment utilizes the natural resources of the body to repair itself.” ■

To learn more about platelet-rich plasma therapy at VIVA, call (540) 654-9118 to schedule a consultation.

Positive Outcomes

Ms. McMenamain experienced immediate relief following her kyphoplasty at VIVA, which she says has given her increased mobility and quality of life.

“I know that I would be in a wheelchair by now if this procedure didn’t exist,” McMenamain said. “I was able to live my life again, pain-free.”

Outcomes such as Ms. McMenamain’s are common, according to Dr. McLaughlin.

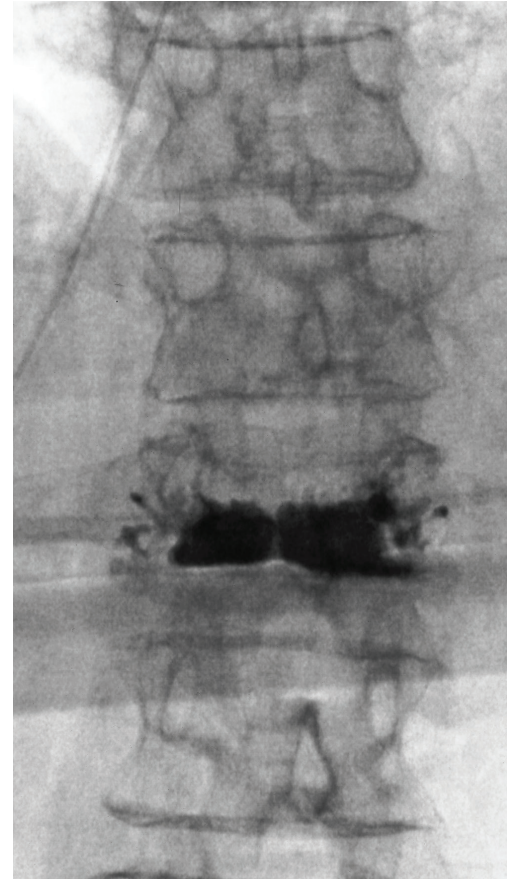
“About 90 percent of patients report a significant reduction in pain following the kyphoplasty procedure. Of the 90 percent, about 60 percent feel immediate pain relief, and about 40 percent feel pain relief only one week after the procedure,” Dr. McLaughlin said.

“The goal is to get patients out of bed and moving as quickly as possible to avoid the risks of prolonged bed rest and decreased activity,” Dr. McLaughlin said.

Kyphoplasty is an important tool in achieving this goal.

Virginia Interventional and Vascular Associates (VIVA) is an outpatient multi-specialty practice fully owned and operated by Radiologic Associates of Fredericksburg. VIVA’s Board Certified, fellowship-trained interventional radiologists and vascular surgeons specialize in minimally invasive procedures to promote rapid recovery and results.

For more information on kyphoplasty, visit vivassociates.com/kyphoplasty or call (540) 654-9118.



This image shows a vertebra repaired during another patient’s kyphoplasty procedure.

The Importance of Kyphoplasty

When left untreated, spinal fractures can decrease mobility, which leads to a loss of muscle and overall independence. A 2017 study published in the International Journal of Clinical and Experimental Medicine found that kyphoplasty provided faster pain relief, quicker restoration of mobility and better repair of fractures and correction of spinal curvature than conservative treatment¹.

1. <http://www.ijcem.com/files/ijcem0049641.pdf>

The goals of kyphoplasty are to

- Strengthen and stabilize the bone
- Relieve pain
- Increase mobility
- Restore lost vertebral body height

Radiologic Associates of Fredericksburg Welcomes Three New Physicians

Radiologic Associates of Fredericksburg (RAF) welcomes Drs. Robin Gwaltney, Akhil Khetarpal, and Heather Newman to the practice. “We’re thrilled to have Drs. Gwaltney, Khetarpal, and Newman join our team,” said Dr. Chris Meyer, RAF President. “Their expertise will be an invaluable asset to our community.”



Dr. Robin Gwaltney

Dr. Gwaltney specializes in women’s imaging. She is Board Certified in diagnostic radiology and completed her women’s imaging fellowship at the Ellen Shaw de Paredes Institute for Women’s Imaging.

She comes to us from Alabama, where she has worked since 2010 at Radiology of Huntsville. Dr. Gwaltney will continue her service to women at the Imaging Center for Women in Fredericksburg and North Stafford.



Dr. Akhil Khetarpal

Dr. Khetarpal is an interventional radiologist who returns to Virginia after completing his vascular and interventional radiology fellowship at the Medical College of Wisconsin. Following his

general surgery internship at the University of Virginia, Dr. Khetarpal was a diagnostic radiology resident at Virginia Commonwealth University. Dr. Khetarpal will serve patients at Virginia Interventional and Vascular Associates (VIVA) and support interventional radiology services at both Mary Washington Hospital and Stafford Hospital.



Dr. Heather Newman

Dr. Newman specializes in both neuroradiology and diagnostic radiology. She is Board Certified in diagnostic radiology with a subspecialty in neuroradiology. Following her fellowship at the Mallinckrodt

Institute of Radiology at Washington University School of Medicine, she has served as a neuroradiologist at Medical Imaging of Lehigh Valley, Pennsylvania. Dr. Newman will serve at the various Medical Imaging of Fredericksburg and hospital locations. ■

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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Radiologist Spotlight: Ryan P. Leonen, M.D.

Dr. Ryan Leonen learned the value of sacrifice and hard work from his parents. Having joined Radiologic Associates of Fredericksburg in 2009, Dr. Leonen dedicated his career to his mother and father, who migrated to the United States from their native Philippines before he was born.

Pursuing a medical career was not something his parents emphasized, but academic excellence was always a priority in his family, along with trying new things, traveling together, and experiencing new cultures. Dr. Leonen chose a career focused on helping others with the intent of honoring his parents' own sacrifices.

When his mother passed away last November, Dr. Leonen realized even deeper respect for the life his parents built for their family. Together with his wife, Belinda, Dr. Leonen is honoring this legacy by instilling a strong work ethic and a sense of adventure in his two children.

"Our plan is to go to the Philippines next year to show Aidan and Addison where my parents grew up, so they really understand where they came from. We look forward to introducing them to our extended family there," Leonen said. Aidan is ten, and Addison is seven.

Dr. Leonen's career at Radiologic Associates of Fredericksburg (RAF) began after his body imaging fellowship at Stanford University

Medical Center. Just before accepting an offer in California, he decided to apply with RAF. Even though Dr. Leonen had hoped to settle near his parents and sister, he was open to the possibility that this Fredericksburg-based practice might be a better fit for his career.

"I noticed right away that everyone was willing to help one another and just seemed happy," Dr. Leonen said, noting that the positive environment was so impactful, it changed the entire course of his future. "Ten years later, I've found that the culture hasn't changed. I think that's why a lot of people are drawn to RAF: the atmosphere."

The very low turnover rate is one of the considerations that ultimately convinced Dr. Leonen to choose Radiologic Associates of Fredericksburg. "Doctors are joining and aren't leaving. It's a testament to the value placed on work-life balance, maintaining professional relationships with colleagues, and ultimately providing the best care for our patients," Leonen said.

One year later, Dr. Leonen received further confirmation that he had made the right call. "A friend of mine took that job that I had planned to take in California. He left after one year."

Dr. Leonen is the Director of Ultrasound and also serves on the manpower and operations



Dr. Leonen and family

committees. Dr. Leonen has held his leadership role in ultrasound for nearly four years. "I take great pride in the quality we provide to our community, and I look forward to what's on the horizon," Dr. Leonen said.

When it comes to instilling values and work ethic in his children, Dr. Leonen shared, "The sacrifices Belinda and I make may be different from my parents', but our goal is the same. We hope our children see that while good things don't come easy, they are certainly worth doing. Making a profession of helping others, while also spending balanced time with my family, is something I never take for granted."