

# CONTRAST

The official  
newsletter of



With over 30 years of imaging services experience, Imaging Healthcare Specialists has earned an outstanding reputation for providing the highest quality medical imaging technology, highly specialized expertise and exceptional customer service to physicians and patients in San Diego and the surrounding communities.


## Outpatient imaging in the ERA OF COVID-19

About 70% of the imaging tests performed in the United States are performed within a hospital setting. In many cases, the illness, immobility or the trauma experienced by the patient requires such testing to be performed in a critical care facility.

However, the COVID-19 (novel coronavirus) outbreak has put a strain on U.S. hospitals and health systems the likes of which we have never seen. Many hospitals are overwhelmed, caring for COVID-19 infected patients in addition to their normal assortment of seriously and critically ill patients.

Non-critical patients who require routine diagnostic imaging or screening tests need not visit the hospital. Instead, physicians can refer to independent outpatient centers like IHS to help alleviate the overburdened hospitals, while helping to minimize exposure to COVID-19 for their patients.

IHS has implemented a number of precautionary measures to reduce the risk of virus transmission within each of our ten outpatient imaging facilities. We are screening for symptomatic patients at the points of scheduling, reminder and arrival at our facilities. We have gone beyond the CDC recommendations and require our staff to use protective gear when caring for patients, stepped up equipment disinfection procedures, ensure proper patient distancing in waiting rooms and much more.

IHS has played an important role during this crisis, helping to alleviate the overburdened hospitals while providing safe, quality imaging services to patients and the physicians who care for them. If you normally refer patients to the hospital, please consider IHS as a safe and viable alternative. 

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Pro Prostate MRI: A valuable  
front-line test that can help avoid  
unnecessary biopsy

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Dr. Ross Schwartzberg

Helping referring providers to stay  
compliant with new AUC rules



*We've set up screening  
stations outside our waiting  
rooms to help ensure  
patients entering the waiting  
room are healthy.*

# PROSTATE MRI: A valuable front-line test that can help avoid unnecessary biopsy

Many patients at an elevated risk for prostate cancer may experience repeated, negative biopsies, only to experience an advanced stage diagnosis at some point in the future. In other cases, men with slow-growing and/or relatively harmless cancers may be over-treated, which can cause debilitating side effects and no improvement in survival.

Part of the problem has to do with the standard transrectal ultrasound (TRUS) guided biopsy. Studies show that these biopsies fail to detect about 20% of all malignancies and generally underestimate the disease.<sup>1</sup> During a biopsy, only about 1% of the prostate gland is sampled. A tumor can be easily missed, especially near the top of the gland where obtaining a biopsy is more challenging.

Fortunately, there is a new, viable and non-invasive tool to assess prostate cancer risk. Prostate MRI is safe, accurate, clinically proven. It is now recommended by the AUA as a front line test for patients with suspected prostate cancer and who have not had a biopsy, as well as those with rising PSA who have had a negative biopsy.

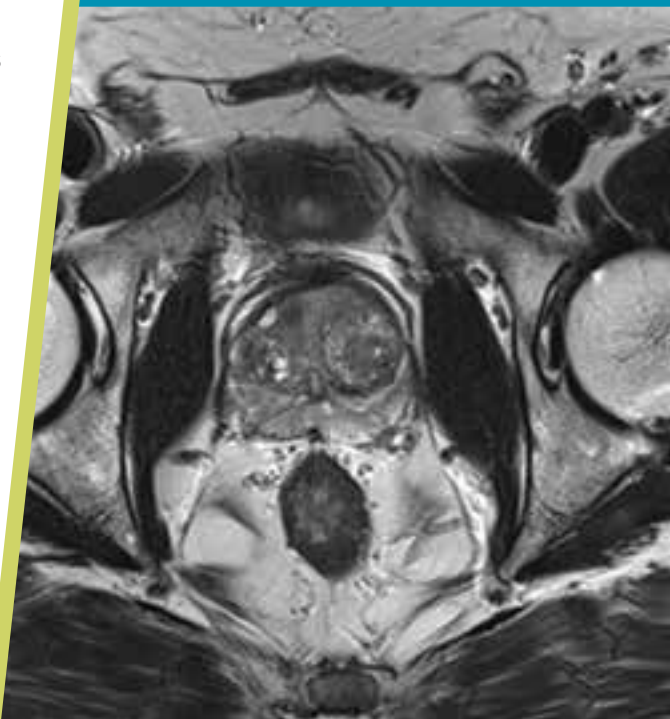
Now, with the affordable price of this test at IHS (\$575), it is viable as a front-line screening tool that can help eliminate unnecessary biopsies and help to make the biopsies that are performed more accurate.

Dr. Schwartzberg recognized the benefits of prostate MRI very early, and has been instrumental in its adoption throughout the San Diego healthcare community. He has worked closely with urologists throughout the region to determine the most appropriate uses for prostate MRI and in which patient populations.

**If you have questions about prostate MRI,  
we encourage you to contact concierge  
at 858-888-4398. | **

*"Prostate MRI can not only detect and pinpoint the location of cancer within the prostate, it can distinguish between aggressive and insignificant cancers."*

Dr. Schwartzberg






## FEATURED RADIOLOGIST

Dr. Ross Schwartzberg

Ross E. Schwartzberg, M.D. is a board-certified Neuroradiologist. He earned his medical degree from the University of Arizona College of Medicine in Tucson, Arizona. An internship in Internal Medicine at St. Mary's Hospital in San Francisco brought him to the Bay Area. He then completed a Radiology residency and a two-year fellowship training program in Neuroradiology at Stanford University Hospital and Medical Center. He holds a Certification in Percutaneous Vertebroplasty from the Medical Education Research Institute in Memphis, Tennessee and performs diagnostic and therapeutic image-guided injection procedures.

A member of numerous national and international societies in Neuroradiology and past president of the San Diego Radiology Society, Dr. Schwartzberg is the author of published articles on CT of the Kidneys and Diffusion-weighted MRI in acute stroke evaluation. His areas of particular clinical interest include all aspects of Neuroradiology, Prostate MRI, Head and Neck Imaging, Oncology, and Chest HRCT for the evaluation of diffuse parenchymal lung disease. Dr. Schwartzberg joined Imaging Healthcare Specialists in 2006. 


## Helping referring providers to **STAY COMPLIANT WITH NEW AUC RULES**

Passed in 2014, the Protecting Access to Medicare Act (PAMA) requires physicians who care for Medicare patients to follow evidence-based, appropriate use criteria (AUC) when ordering advanced imaging tests such as MRI, CT, PET and nuclear medicine.

The program began operating in an Education and Operations Testing Period on January 1 of this year, although CMS will not impose penalties until full implementation begins on January 1, 2022.

PAMA requires providers to consult AUC before ordering these tests, as well as the radiologist to document the consultation with the ordering provider, using a CMS-qualified CDS mechanism.

“We are working with referring physicians to ensure they have the CDS mechanism in place,” says Sarah Woroniecki, Business Development Manager. “During this educational and operations testing year, we’re helping them prepare for full implementation.”

Sarah says that IHS will assist referring providers access imaging AUC with either a stand-alone CDS system or with CDS software integrated into a practice’s EHR system. For more information, please call our team at 858-658-6566. 



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### References:

1. ChangingView-MRI,CAD and Diagnosing Prostate Cancer.  
By Beth W. Orenstein. Radiology Today, January 26, 2009



## LOCATIONS

### Vista

(Ultrasound Services Only)  
1000 Vale Terrace Drive  
Vista, CA 92084

### Oceanside (Tri-City)

3601 Vista Way, Bldg A, Ste 101  
Oceanside, CA 92056

### Encinitas

477 N. El Camino Real, Bldg A,  
Ste 102  
Encinitas, CA 92024

### Poway

12620 Monte Vista Road, Ste A  
Poway, CA 92064

### La Jolla

(Golden Triangle)  
4150 Regents Park Row, Ste 195  
La Jolla, CA 92037

### Kearny Mesa

(MRI Services Only)  
3939 Ruffin Road, Ste 102  
San Diego, CA 92123

### San Diego (Alvarado)

6386 Alvarado Court, Ste 121  
San Diego, CA 92120

### Hillcrest

150 W. Washington Street  
San Diego, CA 92103

### Logan Heights

(X-ray/Ultrasound Only)  
1809 National Avenue, Ste 2104  
Logan Heights, CA 92113

### Chula Vista

(South Bay)  
333 H Street, Ste 1095  
Chula Vista, CA 91910