

# 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.

## CONTINUOUS QUALITY IMPROVEMENT

### IMAGING HEALTHCARE SPECIALISTS HAS ONE OF THE MOST STRINGENT QUALITY CONTROL PROGRAMS IN THE INDUSTRY

Continuous quality improvement is not universal, especially among outpatient imaging centers. But at Imaging Healthcare Specialists (IHS), we've brought health system-level quality control to outpatient imaging and the results are impressive.

"There are basic radiology quality guidelines, as well as accreditations and designations from third parties (like The American College of Radiology) that require certain quality metrics and criteria be upheld," comments Dr. William Snyder, an IHS radiologist. "But continuous improvement doesn't stop just because a quality standard is achieved."

Dr. Snyder notes that IHS has surpassed quality standards in many of its programs. The radiologists are continuously tracking TI-RADS™ (thyroid), PI-RADS (prostate), LI-RADS® (liver), BI-RADS® (breast) and other national data to improve care and reduce the number of unnecessary follow-ups and biopsies.

"We do this because it's the right thing to do... for the patients and the doctors who care for them. If we can reduce the amount of unnecessary thyroid biopsies, or if we can reduce the number of call-backs for mammograms, that means better care, greater convenience and less anxiety for patients."

In one example Dr. Snyder shares, the IHS quality program helped radiologists to understand the impact of genetic and molecular testing during thyroid biopsies. The result has been a 13% decrease in the number of unnecessary repeat biopsies.

Peer review is the most commonly used method for assessing performance in terms of medical and clinical knowledge among radiologists. It is designed to achieve fair and transparent evaluation of performance by a physician's peers, and to identify opportunities for additional education, error reduction and self-improvement.

**"THIS YEAR, OUR GOAL WAS TO HAVE PEER REVIEW IN 3% OF OUR STUDIES," SAYS DR. SNYDER. "BUT SO FAR THIS YEAR WE ARE ON TRACK TO ACHIEVE PEER REVIEW IN ALMOST FIVE (4.9%) PERCENT OF OUR STUDIES."**

To learn more about our quality control procedures, please visit [imaginghealthcare.com](http://imaginghealthcare.com).





# IHS KNOWS PROSTATE IMAGING

FROM SCREENING TO BIOPSIES AND DISEASE MANAGEMENT, WE'VE GOT YOU COVERED.

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When it comes to prostate imaging, Imaging Healthcare Specialists is leading the way... with the most complete assortment of imaging services designed to detect, characterize, biopsy and stage prostate cancer.

Our **multiparametric prostate MRI (mpMRI)** capabilities are unequaled in San Diego, and with our unique diffusion technique called Restriction Spectrum Imaging (RSI), IHS doctors are able to differentiate between clinically significant, aggressive cancer and less threatening, slower-growing cancer in a non-invasive test. This can make a real difference to patients, helping them avoid an unnecessary biopsy and reducing the chances of over-treatment.

**"OUR GOAL IS TO BE THE REGION'S NUMBER ONE RESOURCE FOR PROSTATE IMAGING AND I BELIEVE WE HAVE ACHIEVED THAT," SAYS DR. ROSS SCHWARTZBERG, A SPECIALIST IN PROSTATE IMAGING. "PATIENTS FROM ALL OVER CALIFORNIA—AND EVEN OTHER PARTS OF THE COUNTRY—VISIT IHS BECAUSE OF OUR ADVANCED TECHNOLOGY AND RADIOLOGICAL EXPERTISE.**

Our **MRI-guided biopsies** are far superior to TRUS biopsies, which are less accurate, prone to over-detect insignificant prostate cancer and under-detect aggressive cancer. IHS uses in-bore MRI targeted biopsy, which allows the radiologist to see the tumor's size, shape and location in real-time. This results in more precise control and fewer needles (typically 2-4 versus 12) required to sample from the suspicious area. This may result in less discomfort for the patient and fewer side effects.

For patients with prostate cancer, our **PSMA PET-CT** is a new type of PET/CT scan that measures prostate-specific membrane antigen (PSMA). PSMA is a protein that exists within cells of the prostate gland, and a higher concentration of PSMA is present in malignant cells. This test is superior to other tests (like CT or nuclear bone scan) to stage prostate cancer and help you and your doctor to guide treatment decisions. It can also evaluate a possible recurrence of cancer or help determine if cancer has spread to other parts of the body. Its 92% accuracy rate at finding metastases is far better than that of conventional imaging, which is at 65%.

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For more information about IHS' prostate imaging capabilities, please visit [IHSMensHealth.com](https://www.IHSMensHealth.com).

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# DR. WILLIAM SNYDER

## RADIOLOGIST SPOTLIGHT

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Dr. Snyder joined Imaging Healthcare Specialists in August 2004. He specializes in cross-sectional body imaging, musculoskeletal imaging and women's imaging.

He's a board-certified radiologist who completed fellowship training in Abdominal Imaging at the University of California—Davis. He earned his medical degree and completed his internship at Tulane Medical School in New Orleans and finished his radiology residency at the University of Tennessee Medical Center in Knoxville. Prior to IHS, he worked at Chesapeake General Hospital in Virginia as a staff radiologist and Chief of the Radiology Group.

Dr. Snyder also heads up quality improvement initiatives on behalf of the radiology team at IHS.

## PATIENT SELF-SCHEDULING

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Imaging Healthcare Specialists is pleased to announce the implementation of self-scheduling for screening mammography and select ultrasound testing.

The ultimate in patient empowerment and convenience, self-scheduling is made possible through our partnership with Royal Solutions Group. In addition to scheduling screening mammograms, abdominal ultrasound and pelvic with endovaginal (EV) ultrasound, they can complete their registration paperwork, confirm their appointment with automated alerts and even make payments from their computer or smartphone.





150 W. Washington St,  
San Diego, CA 92103

858-658-6500  
[imaginghealthcare.com](http://imaginghealthcare.com)

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## LOCATIONS

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

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

**Hillcrest**  
150 W. Washington Street  
San Diego, CA 92103

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

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

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

**National City**  
(MRI/Ultrasound/Mammography)  
2427 Transportation Avenue  
National City, CA 91950

**Oceanside (Tri-City)**  
3601 Vista Way, Bldg A, Ste 101  
Oceanside, CA 92056

**Poway**  
12620 Monte Vista Road, Ste A  
Poway, CA 92064

**San Diego (Alvarado)**  
6386 Alvarado Court, Ste 121  
San Diego, CA 92120

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

## VOLUME 3 WINTER 2021 IN THIS ISSUE

**Continuous Quality Improvement**  
IHS has one of the most stringent  
quality control programs in the  
industry

**IHS Knows Prostate Imaging**  
From screening to biopsies and  
disease management, we've got you  
covered.

**Radiologist Spotlight**  
Dr. William Snyder

**Patient Self-Scheduling**