

The Teleradiology Zone

S U M M E R 2 0 0 9



Specialty Teleradiology appoints Lakshmi Kode Sammarco, M.D., Section Head Neuroradiology

Specialty Teleradiology is pleased to announce the appointment of Dr. Lakshmi Kode Sammarco as the Section Head for Neuroradiology. Dr. Sammarco's role will be to help expand the organizations Neuroradiology Subspecialty division as well as provide Neuroradiology reads for the clients of Specialty Teleradiology.

Dr. Lakshmi Kode Sammarco is a Board Certified Neuroradiologist and Diagnostic Radiologist. Dr. Sammarco graduated from The University of Cincinnati College of Medicine in 1988, and completed her residency in Diagnostic Radiology in 1993 from Case Western Reserve University-MetroHealth Medical Center, Cleveland, Ohio in 1993. She also completed a two-year accredited fellowship in Diagnostic Neuroradiology, at the UCLA Medical Center, Los Angeles, California in 1995. She is board certified in Radiology and has her Certificate of Added Qualifications in Neuroradiology. Although she continues to be a Senior Member of the American Society of Neuroradiology, she is well-versed in all aspects of MRI imaging, CT, CTA including being cardiac CTA certified, NM including cardiac, US, PET, general diagnostic radiology, and some interventional radiology.

Recently, Dr. Sammarco has been the Director of Neuroradiology and Director of MRI Services for a group in Dayton, Ohio with responsibility for 9 MRI scanners in 3 hospitals and 5 imaging centers. She has extensive consulting experience in the planning and development of outpatient imaging centers from site-planning and equipment selection to creating and implementing protocols and patient-specific techniques. Dr. Sammarco has also played a crucial role in marketing, referring physician relations and quality assurance/peer review programs as well as directly supervising ACR accreditation of all the equipment at all the sites where she has participated. Also during her tenure with the group, Dr. Sammarco was a senior partner and involved in all aspects of practice management.

Past experience includes being faculty and staff neuroradiologist at the Cleveland Clinic Foundation and the University of Maryland Medical System & Shock Trauma Center in Baltimore, Maryland. Dr. Sammarco can be reached at: specialtyteleradiology@telerads.us

“Specialty Teleradiology utilizes Radpeer, a peer review quality management program specifically designed by the ACR American College of Radiology. Quality control procedures are in place to ensure your referring physicians consistently receive quality reports to best serve their patients, while at the same time satisfying your QA requirements.”





Subspecialty Teleradiology: Target Marketing Success & Positive ROI

Radiology in specialty clinics and small hospitals can be just as accurate and the quality just as high as any large, tertiary care facility. Through a unique combination of leading-edge technology, sub-specialty based professional service and aggressive marketing, Specialty Teleradiology works with rural, small, and critical access hospitals, outpatient clinics and surgery centers, specialty clinics, cancer centers, as well as small & large physician groups to advance and build their imaging services. With numerous subspecialists and the utmost attention to customer service Specialty Teleradiology allows you to revolutionize your organization. Working in a partnership with Specialty Teleradiology you will expand your ability to market the subspecialty expertise of our individual Radiologists to the physicians in your community. Specialty Teleradiology provides to you and your referring physicians uniquely qualified Radiologists that understand the need for definitive, targeted and educated reporting. Specialty Teleradiology will work in concert with you to provide targeted marketing

services to Orthopedic Surgeons, Neurologists, Neurosurgeons, Oncologists, Urologists, and Podiatrists so that you will see an increase in patient flow and a positive ROI by virtue of the subspecialty capability and the consultative relationships developed with referring physicians. As your partner we will also provide speakers from our own Radiology team to promote semi-annual CME programs and promotional dinners. For further information on our Marketing Services program please contact Lisa Drazil at Lisa@telerads.us.

Service is the key to a great solution.

“Specialty Teleradiology has had the privilege of working with MIMVista for a number of years, and in this capacity has assisted in the development MIM's neuro analytical PET application for dementia evaluation. This module significantly increases the sensitivity of PET allowing detection of Alzheimer's at a very early, predementia phase it when it is most treatable.”





Tips to Remember when marketing your Outpatient Diagnostic Center

1) Know your market. Prepare data tracking spreadsheets that will track your referring physicians, payors, and large corporate account trends.

2) Create a monthly update communication tool for your referring physicians and their staff, e-mail and printed tools are both very effective. Your monthly update should include your diagnostic center news, hours of operation, referral “how to” tips, Radiologists corner, Radiologists Bio’s, and industry news. Deliver the update in person to your referral sources. It’s a great personal touch!

3) Create a referral source binder with detailed information on all of your clients to carry with you at all times. Information should include client names, hobbies, associations, family & children’s names, and birthdays. Remember sales is not only about the product & service you are selling, it is about the relationship. Clients feel special when you remember their birthday, and engage them in conversations of interest personal to them.

4) Provide detailed information to your clients that provide specific facts about your Radiology services. Specialty Teleradiology will provide you with fact sheets detailing all of the subspecialty services provided as well as the benefits of subspecialty reads and detailed Radiologists biographies and photos. Contact Specialty Teleradiology for a supply of handouts to distribute to your referring physician offices.





Specialty Teleradiology Section Heads

Larry McNamee MD

Section Head

Cancer Imaging

PET-CT, neuroPET, MR, CT

Dr. Larry McNamee serves as Medical Director for Specialty Teleradiology. Dr. McNamee has extensive experience in oncologic PET interpretations, as well as MRI and CT. Dr. McNamee completed his Diagnostic Radiology and Nuclear Medicine residency at the Cleveland Clinic Foundation. Prior to completing his Radiology program, Dr. McNamee completed formal training in Hematology and Oncology, and was on Associate Staff at The Cleveland Clinic. He has given frequent lectures on the merits of PET scanning. His expert radiology skills, combined with a clinical background in medical oncology, provide an important asset to your practice.



Alex Boutselis MD

Section Head

PET-CT

PET-CT, MRI, CT

Dr. Boutselis is a superb and uniquely qualified radiologist with extensive oncologic PET, CT, and Diagnostic Radiology experience. He received his medical degree from The Ohio State University College of Medicine, and completed graduate studies in Advanced Training in Positron Emission Tomography at Duke University.

Dr. Boutselis' previous work experience includes providing interpretation services for PET/CT, MRI, and CT, at several large Acute Care Hospitals in Lafayette, Indiana. He also previously served as Co-Founder and General Director for InnerVision Advanced Medical Imaging Center, a full-service imaging center with special emphasis on PET/CT imaging.





Specialty Teleradiology Section Heads (Cont.)

Jonathan Metzler, MD

Section Head

Musculoskeletal Imaging

MRI, CT with emphasis on small joint evaluation

Dr. Metzler is an excellent Musculoskeletal Specialist with valuable PET and Diagnostic Radiology experience as well. He completed his radiology residency at The University of Texas Southwestern Medical Center and completed a Vascular Radiology Fellowship at Baylor University as well as a Musculoskeletal MRI fellowship at The University of Connecticut affiliate St. Francis Hospital. His musculoskeletal MRI fellowship has led to extensive musculoskeletal experience working with Orthopods and Orthopedic Surgeons. His previous experience as Founder and Senior Radiologist for Lubbock Diagnostic Radiology has been a tremendous asset. Dr. Metzler has given many lectures on Musculoskeletal MRI findings and MRI in Sports Medicine.



Steven Brooks Jones, MD

Section Head

Body Imaging

MRI, CT, Subspecialty MSK, Neuroradiology

Dr. Steve Jones specializes in neuroradiology and musculoskeletal imaging. Dr. Jones received his medical degree from the Tulane University School of Medicine in 1989. He completed his Radiology Residency at the Naval Medical Center in San Diego, California in 1992, and completed his fellowship in Neuro & MSK at the Indiana University School of Medicine in 2008. He co-founded Innervision Advanced Medical Imaging Center in Lafayette, Indiana, and was a primary MRI specialist at that center. Previously, prior to Radiology residency, Dr. Jones served as a Naval Medical Officer assigned to the First Marine Division for Operation Desert Shield, Operation Desert Storm, and aboard the USS Peleliu. Prior to leaving service in the Navy and moving back to the Midwest, he practiced at the US Naval Hospital in Okinawa, Japan.





Specialty Teleradiology Section Heads (Cont.)

Lakshmi Kode Sammarco, M.D.

Section Head

Neuroradiology

MRI, CT, special competence MSK

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Past experience includes being faculty and staff neuroradiologist at the Cleveland Clinic Foundation and the University of Maryland Medical System & Shock Trauma Center in Baltimore, Maryland.





EXAM: PET-CT Brain Imaging for Glioma Restaging

HISTORY:

47-year-old lady postresection of left frontal lobe grade 2 astrocytoma with mid fraction less than 5%, 4/2008. She completed a 12 month course of Temodar 4/23/2009. She has presented recently with progressive expressive aphasia, difficulty with typing and handwriting, impaired short-term memory, disequilibrium and dizziness, occasional blurred vision. Neuropsychological testing confirmed deficits in executive function, concentration, multitasking and shortterm memory.

TECHNIQUE:

Dedicated PET CT imaging was obtained of the brain following injection of 11.8 mCi of FDG with a blood glucose level of 96 Images were reformatted in three orthogonal planes and quantitatively compared with age bracketed normal brain database.

Findings

PET:

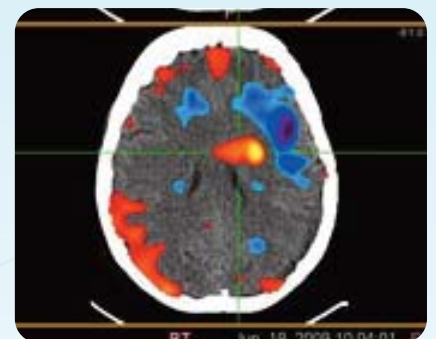
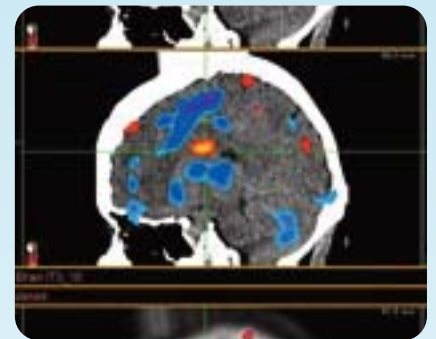
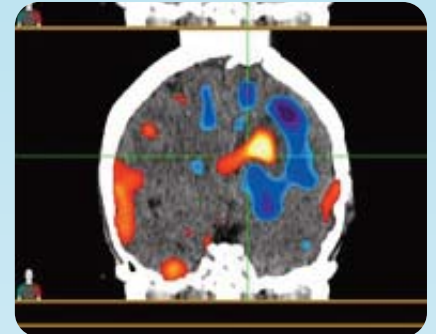
There is an irregular hypermetabolic mass in anterior aspect of left centrum semiovale. There is metabolic and anatomic evidence of direct central extension into the corpus callosum, and possibly immediate superjacent aspect of left cingulate gyrus. SUV averages 6.1. Combined PET-CT appearance is most consistent with recurrent astrocytoma rather than chemo induced necrosis and inflammation. There is a large circumjacent rim of hypometabolic diaschisis. No appreciable edema in this region on CT, and no mass effect. There is focal hypometabolic defect in right cerebellar hemisphere with no corresponding CT abnormality, consistent with crossed diaschisis.

CT:

Irregular 39 x 24 mm mass in left centrum semiovale, central margin of which appears to extend into corpus callosum. No appreciable circumjacent edema in region of hypermetabolic diaschisis on PET. Overlying postsurgical changes from craniotomy. Ventricles and cisterns are normal. No appreciable mass effect. No abnormal extra-axial fluid collection. Visualized posterior fossa structures are unremarkable.

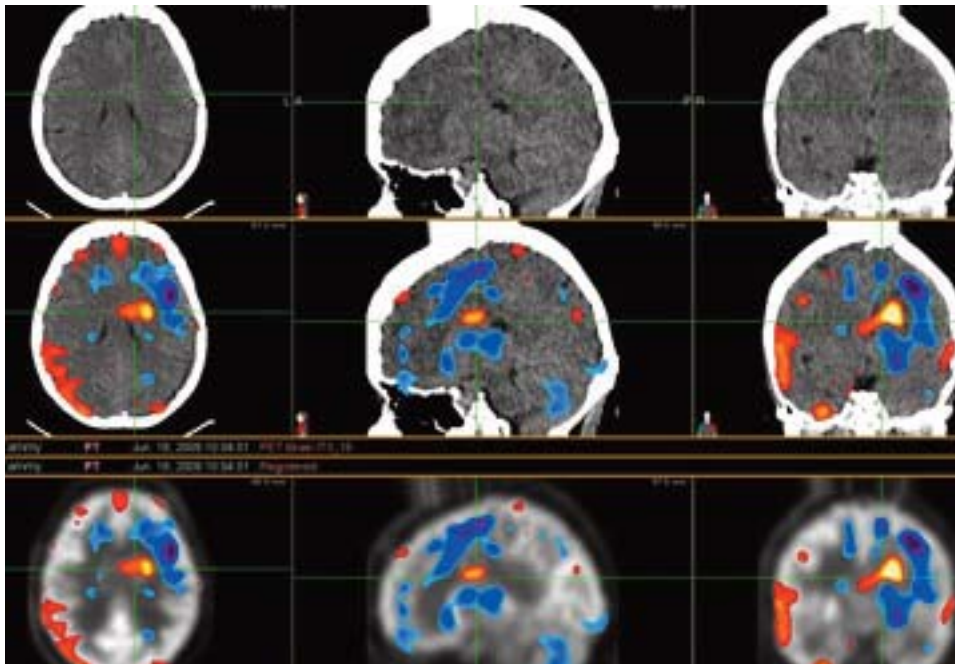
CONCLUSION:

1. Hypermetabolic mass in left centrum semiovale with central extension into corpus callosum consistent with recurrent astrocytoma.
2. Large rim of hypermetabolic diaschisis, and small focus of crossed right cerebellar diaschisis.





Neuropet Legend for Surface Rendered Color Coding



Above is a surface rendition of cortical metabolic activity referencing normal database with Z-score deviation by region.

Gray: These areas are within normal range for cortical metabolic activity.

Red/Yellow: These areas exceed upper normal range of cortical metabolic activity.

Blue/Black: These areas are greater than two Z-scores below normal in metabolic activity. Sulci, fissures, cisterns and ventricles will be depicted here as well.