



IRIS™

**IMAGE RESPONSIBLY,
IMAGE SAFELY**
Addresses Radiation Concerns

Invision Sally Jobe cares about the people and patients we serve and is committed to achieving the highest quality diagnostic images while minimizing radiation exposure. In response to recent concerns and publicity surrounding radiation dose in diagnostic imaging, Invision Sally Jobe is now actively communicating our approach to responsible imaging practices.

(see article inside)

plus

INTRODUCING:
Screening Breast Ultrasound (SBU)
I-Stat (BUN/Creatinine)
Head and Neck Program

NEWS:
Colorado lawmakers pass screening
mammography starting at 40
Urgent PECOS enrollment deadline





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For more than six years, our outpatient imaging centers have had a formal set of guidelines and practices in place to address radiation exposure. Now commonly referred to as IRIS™ (Image Responsibly, Image Safely), this program exemplifies our commitment to responsible and safe diagnostic imaging practices.


IRIS adheres to strict monitoring of diagnostic imaging procedures. It also ensures that all Invision Sally Jobe radiologists and technologists receive specialized training to use the lowest radiation dose possible to produce accurate diagnostic images.

Invision Sally Jobe is also a proud supporter of the Image GentlySM program for pediatric imaging, and we adhere to the American College of Radiology standards for accreditation in CT.

Other components of the IRIS program include:

- All CT scanners at Invision Sally Jobe are surveyed annually by a certified medical physicist. The survey includes radiation output measurements, as well as image quality assessments.
- CT scanning protocols are designed by our team of radiologists and clinical imaging specialists who have over 120 years of combined experience in CT and are specialty trained to ensure that the radiation dose will be the lowest needed to produce an accurate diagnostic image.
- RIA/Invision Sally Jobe takes radiation exposure very seriously and ensures that doses from CT procedures are monitored regularly to assure that a high level of consistency is maintained.
- We use digital mammography equipment at our centers. According to published literature, the average breast radiation dose per view is 22-percent lower for digital than film screen mammography. The digital units also limit radiation exposure by reducing the need for re-takes that were common with film-based systems.

You and your patients may have recently received information about IRIS in the form of informational brochures in referring physicians' offices and at Invision Sally Jobe imaging centers. These are designed to help you answer your patients' frequently asked questions about radiation and diagnostic imaging.

For more information, please visit www.InvisionSallyJobe.com or contact your Invision Sally Jobe marketing representative. We are always available to share information from published sources, news articles and associations that discuss this issue in greater detail. 

New Fracture Risk Assessment Tool Improves Clinical Management of Osteoporosis

Physicians who refer patients to Invision Sally Jobe for osteoporosis testing and diagnosis can benefit from our subspecialty expertise and advanced risk assessment using the new FRAX[®] assessment tool. This online application calculates absolute fracture risk and provides added value in the selection of patients for osteoporosis treatment.

Invision Sally Jobe follows the National Osteoporosis Foundation (NOF) Clinician's Guidelines, which applies the World Health Organization's FRAX algorithm to calculate the risk of a major osteoporosis-related fracture. The algorithm estimates a patient's likelihood of a fracture due to low bone mass or osteoporosis over a 10-year period.

According to Invision Sally Jobe radiologist Richard Obregon, M.D., FRAX assessment helps to resolve many of the diagnostic and treatment challenges for patients with low bone density. These are individuals with a T-score between -1.0 and -2.5 on their bone mineral density (BMD) test.

We enter a patient's age, gender, weight, height and ethnicity along with their hip T-score and medical risk factors into the FRAX risk tool. The FRAX tool provides the 10-year probability of a major osteoporotic fracture and the 10-year probability of a hip fracture. The information is then incorporated into the Invision Sally Jobe DXA bone density report.

Country: **US (Caucasian)** Name / ID: [About the risk factors](#)

Questionnaire

1. Age (between 40-90 years) or Date of birth
Age: Y: M: D:

2. Sex Male Female

3. Weight (kg)

4. Height

5. Previous fracture No Yes

6. Parent fractured hip No Yes

7. Current smoking No Yes

8. Glucocorticoids No Yes

9. Rheumatoid arthritis No Yes

10. Secondary osteoporosis No Yes

11. Alcohol 3 or more units per day No Yes

12. Femoral neck BMD (g/cm²)

Select DEXA

Invision Sally Jobe's new FRAX calculation tool helps to ensure that high-risk patients are treated and low-risk patients receive prevention education.

"Now, instead of just telling a patient that they have osteoporosis or low bone density, we can provide actual fracture risk estimates using the FRAX tool. It gives the treating physician an estimate of that patient's absolute fracture risk that can then be used in guiding therapy," Obregon said.


FRAX[®] WHO Fracture Risk Assessment Tool:

10-year Fracture Risk¹
Major Osteoporotic Fracture 12%
Hip Fracture 1.4%

Reported Risk Factors:
 U.K., Neck BMD=0.715, BMI=22.1, parental fracture, smoking, alcohol use

¹ FRAX[®] Version 3.00. Fracture probability calculated for an untreated patient. Fracture probability may be lower if the patient has received treatment.

Integrating FRAX with BMD enables referring physicians to follow the new 2010 NOF guidelines, which state that health care providers should consider FDA-approved medical therapies in men and postmenopausal women aged 50 years and older, based on the following criteria:

- Hip or vertebral (clinical or morphometric) fracture
- T-score \leq -2.5 at the femoral neck or spine after appropriate evaluation to exclude secondary causes
- Low bone mass (T-score between -1.0 and -2.5 at the femoral neck or spine) and a 10-year probability of a hip fracture \geq 3% or a 10-year probability of a major osteoporosis-related fracture \geq 20% based on the U.S.-adapted WHO FRAX algorithm
- Clinicians judgment and/or patient preferences may indicate treatment for people with 10-year fracture probabilities above or below these levels 



INTRODUCING Screening Breast Ultrasound as part of Risk Assessment and Prevention Program

New, highly effective breast ultrasound technology to complement mammograms in women with radiologically dense breasts is now available through the Invision Sally Jobe Breast Network.

Screening Breast Ultrasound (SBU) is a computer-aided system for acquiring images of the breast. Using a transducer attached to a mechanical arm, images of the breast are acquired in longitudinal rows at a controlled speed. A trained ultrasound technologist assists in the procedure to ensure proper imaging. Advanced software is then used to create a video loop of the images for interpretation.

SBU is a new, FDA-cleared technology for women who have dense breast tissue and/or are at an elevated risk for breast cancer due to a personal or family history of the disease. It is performed on patients who are asymptomatic and mammographically negative.

The semi-automated breast ultrasound procedure takes a minimum of 45 minutes and requires no breast compression or injections. Unlike other breast ultrasound exams, SBU is intended to scan the entire breast, not just specific regions, which is why it is useful as a screening — versus diagnostic — tool.

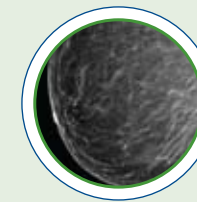
While the use of SBU technology is cleared under FDA guidelines, it typically takes three to five years after such approval to establish payment for new CPT codes. The proven benefit of preclinical breast cancer detection combined with the weight of the medical evidence supporting SBU is powerful enough that Invision Sally Jobe is now offering this supplemental screening procedure to women as an out-of-pocket expense in appropriate cases.

Among several notable clinical trials, research published in the September 2009 issue of *European Radiology* demonstrated that when used as an adjunct to mammography, SBU can find up to twice as many cancers as mammography alone in women with dense breasts.

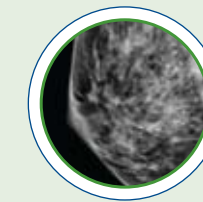
Dense breast tissue is considered to be an independent risk factor for breast cancer, and the level of that risk — according to the American Cancer Society — has been quantified at four to six times the normal risk. Additionally, radiographic density has been shown to reduce the sensitivity of mammography in women whose tissue density is greater than 50 to 60 percent, according to Digital Mammographic Imaging Screening Trial (DMIST) subgroup analyses. Furthermore, research presented at this year's American Association for Cancer Research (AACR) Annual Meeting showed that women with breast density of at least 75 percent on a mammogram have four- to five-times greater risk of breast cancer than women with little or no density.

Breast Density

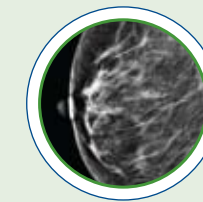
The American College of Radiology (ACR) Breast Imaging Reporting and Data System (BI-RADS®) classifies breast tissue into four categories:



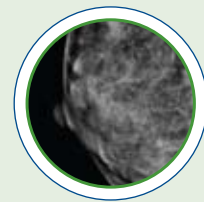
Fatty



Heterogeneously Dense



Scattered Fibroglandular Densities



Extremely Dense

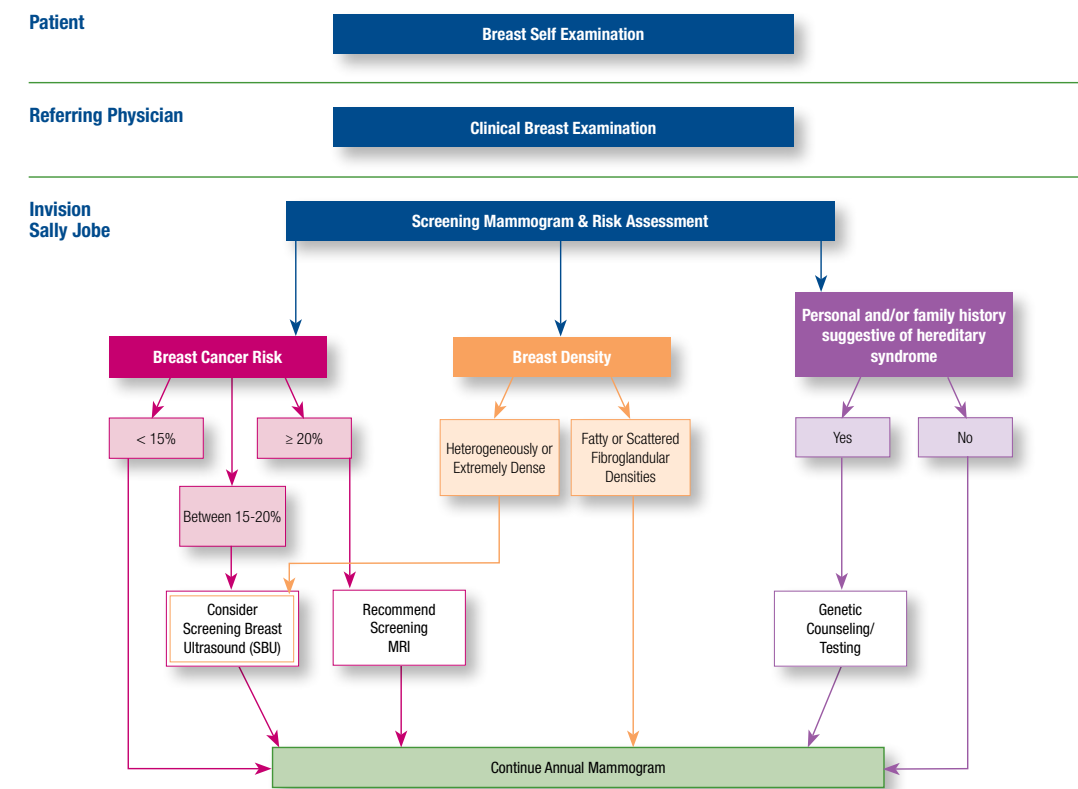
A woman who receives a mammogram through Invision Sally Jobe and has a breast density of greater than 50 percent will be informed in her patient letter that her tissue density may hide small abnormalities, and that she may benefit from Screening Breast Ultrasound. The letter also advises the patient to contact the referring physician with any questions or concerns.

SBU is available at The Centrum DTC center at 8200 E. Belleview Ave. Suite 200E in Greenwood Village. A patient who chooses to schedule a SBU exam at the time of her screening mammogram may also be entitled to a special discount. For more information on SBU and supporting clinical evidence, contact Invision Sally Jobe at 720-493-3277.

Invision Sally Jobe has developed a process to screen all breast imaging patients and identify those who may benefit from our services/interventions. The chart below contains the details of this process.

Comprehensive Breast Cancer Screening:

A partnership between patients, their physicians and Invision Sally Jobe





YOUNG WOMEN FIND SUPPORT for Breast and Ovarian Cancer with Bright Pink Denver

Invision Sally Jobe is supporting efforts to develop a Denver Bright Pink chapter. The national, non-profit organization provides support to women ages 45 and younger who are at high risk for breast and ovarian cancer.

More than a dozen women gathered at the inaugural meeting held April 21 to help establish the social support group and to identify an ambassador of the Denver chapter.

Bright Pink is the only national support group specifically focused on breast and ovarian cancer in high-risk, young women. The group offers a relaxed social environment to bring young women together to discuss their health decisions and options.

Invision Sally Jobe and Bright Pink share a goal to eradicate breast and ovarian cancer deaths in young women. The Denver chapter delivers the Bright Pink mission to area college students, mothers, and women outside the traditional range of breast and ovarian cancer diagnosis.

Please talk to your patients and encourage their involvement in this local support group. For more information contact Sara Heydlauff at sara.heydlauff@riaco.com or 720-493-3206. Or direct patients to visit Invision Sally Jobe's Facebook page at www.facebook.com/InvisionSallyJobe.




Invision Sally Jobe Announces the Head and Neck Program

Invision Sally Jobe recently introduced the Head and Neck Program, which specializes in head and neck evaluation and thyroid testing. Highly skilled subspecialty radiologists provide the highest level of expertise in head and neck diseases. The program offers patients a comprehensive service in an affordable, convenient and comfortable environment.

Invision Sally Jobe's radiologists provide expert diagnostic evaluations for thyroid disease, hyperthyroidism, hypothyroidism, thyroid cancer, blood clots, stroke, tumors and lesions in the head and neck.

Program director Kristin Freestone, M.D., leads the team in utilizing diagnostic ultrasound to characterize head and neck concerns, using detailed protocol to assure high quality exam evaluations. The Invision Sally Jobe network has established "Best Practice Standards" to allow patients to have their initial evaluation at any of the multi-modality facilities.


Biopsy procedures are performed at The Centrum DTC site in Greenwood Village. For more information, call 720-493-3373. 



Risk Assessment and Prevention Program Highlighted at National Conference

Invision Sally Jobe Genetic Counselor Mary E. Freivogel, M.S., C.G.C., recently presented at the 20th Annual National Interdisciplinary Breast Cancer Conference. Freivogel participated in the panel presentation, "*Hereditary Breast and Ovarian Cancer 2010 Update: Large Scale Identification of High-Risk Women.*"

On the panel, Freivogel discussed Invision Sally Jobe's Risk Assessment and Prevention Program (RAPP), which offers a novel approach to examining genetic predisposition to cancers. Freivogel explained how Invision Sally Jobe evaluates each mammography patient to identify those at high risk for breast cancer who may need additional screening, counseling or testing.

Breast Network Medical Director Lora D. Barke, D.O., and Research Assistant Sara Heydlauff joined Freivogel in the poster presentation, "*Identification of candidates for breast MRI screening: Is the Gail model adequate?*" The poster explored different models available to evaluate breast cancer risk, and was shared with over 700 conference attendees. 

"We have developed a novel approach to evaluate risk for breast cancer in a very high volume mammography setting. I don't know of many other breast centers that are doing something like this on such a large scale. It's important to share our experience with other breast centers that are interested in risk assessment."

Mary E. Freivogel




Genetics and Breast Cancer Talks Offered to Community Groups

Board-certified Genetic Counselor Mary E. Freivogel, M.S., C.G.C., is available to speak to community organizations and women's groups interested in learning about genetics and breast cancer.

Working in the genetics field for nearly nine years, Mary developed the Risk Assessment and Prevention Program (RAPP) at Invision Sally Jobe. The genetic counseling and testing program ensures that high-risk women and men know their options for preventive surgery, treatment and future screenings. It also helps patients understand how their cancer risk affects their children and siblings.

The *Intermountain Jewish News* recently interviewed Mary and wrote about the link between Ashkenazi Jewish women and breast cancer. The full article is available on Invision Sally Jobe's Facebook page and at www.ijn.com/features/1581-ashkenazi-jews-and-breast-cancer.

If you know of a Denver-area group that would be interested in this lecture, please contact Mary at 720-493-3226 or mary.freivogel@riaco.com. 


Nutting Nominated for Frist Humanitarian Award

Invision Sally Jobe interventional radiologist Charles W. Nutting, D.O., FSIR, was recently honored as Sky Ridge Medical Center's first-ever physician nominee of the Frist Humanitarian Award.

Created in 1971 and named in honor of Dr. Thomas Frist, Sr., the Frist Humanitarian Award is presented by the Hospital Corporation of America (HCA), the parent company of Sky Ridge Medical Center. Last year the physician category was added to recognize outstanding physicians who consistently go beyond the call of duty in serving patients and their local communities. HCA awards one person per category (physician, volunteer and employee) from its 170 hospitals nationwide.

"Your compassion, dedication and spirit inspire all of us to be better people," Thomas F. Frist, Jr., son of the award's namesake, wrote in a letter to Nutting. "Thank you for giving so unselfishly of your time and talents to help your fellow colleagues, friends and neighbors."

Nutting is a subspecialized radiologist in interventional radiology and interventional oncology with Invision Sally Jobe centers and the Radiology Imaging Associates physician group. He works in the cancer surgery department at Sky Ridge Medical Center.

During a meeting with the hospital's Medical Executive Committee, Sky Ridge Medical Staff President Dr. James Lingle presented Nutting with a plaque for his service. 



I-STAT ANALYZER Provided On-Site


Invision Sally Jobe now offers convenient on-site BUN/Creatinine testing for patients requiring kidney function testing prior to contrast administration for CT or MRI procedures.

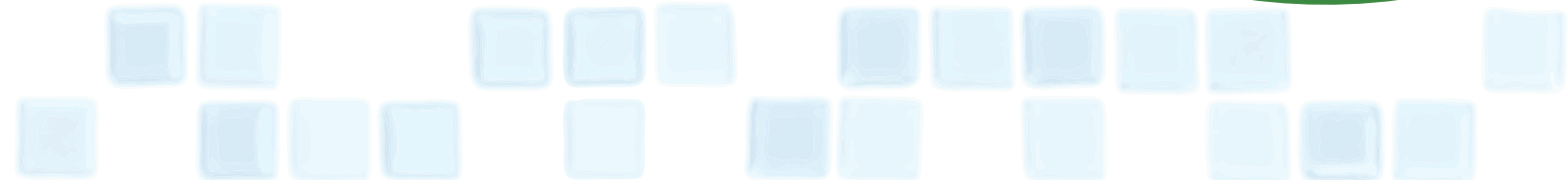
BUN/Creatinine point-of-care testing with the I-Stat Analyzer samples a patient's blood and quickly returns a result that is used for the patient's scheduled CT or MRI exam. The new I-Stat tests decrease the usual waiting times experienced when samples are sent off-site or when patients are required to make a separate laboratory appointment.

The new service is available at our Centrum DTC, Hampden Place, Southwest Healthpark and Littleton locations.

Invision Sally Jobe follows the American College of Radiology recommendations for BUN/Creatinine testing prior to administering iodinated contrast for CT or gadolinium-based contrast for MRI. Testing may be required in patients who meet appropriate screening criteria, which includes renal disease, patients 65 years or older, or those with a history of hypertension, diabetes or severe hepatic disease.

The I-Stat on-site testing service serves as an adjunct to the laboratory tests ordered and/or provided by the patient's referring physician, and it is to be used solely for the purpose of ensuring the safety of administration of contrast agents to patients. The I-Stat service is not designed to be a substitute for routine clinical blood chemistry testing, and patients will continue to be reminded of the need for lab results at the time of scheduling where appropriate.

At Invision Sally Jobe, we are committed to the highest level of customer service for our referring physicians and their patients. Please contact us if you have further questions. 



COMMUNITY WOMEN GATHER at The Centrum DTC Women's Wellness Events

Two wellness events focusing on "knowing yourself inside and out" were held this spring. Hosted by The Centrum DTC staff, patients gathered to take part in heel scans, deep vein thrombosis risk assessment, blood pressure testing, vascular assessments, bra fittings, complimentary mimosas (a pre-Mother's Day treat), mini massages, makeovers, mini facials, reflexology treatments and acupuncture. The events occurred on March 13 and May 8, respectively. For upcoming events, visit Invision Sally Jobe on Facebook at www.facebook.com/InvisionSallyJobe.



NEWS

COLORADO LAWMAKERS Pass Screening Mammography Starting at 40

Gov. Bill Ritter signed legislation this spring that requires insurance companies to provide screening mammograms starting at age 40. House Bill 1252, *Breast Cancer Screening With Mammography*, advances Colorado's leadership in the fight against cancer and helps women gain access to high-quality health care. The law goes into effect Jan. 1, 2011.

Several Invision Sally Jobe radiologists testified in support of a successful Senate amendment that explicitly requires mammography insurance coverage in Colorado for individuals over 40, in addition to those considered "at risk" as described in the bill's original language.

The amendment, sponsored by Sen. Shawn Mitchell (R-Broomfield) and Sen. Chris Romer (D-Denver), ensures that women ages 40-49 will not be denied health insurance coverage for screening mammography. The Mitchell-Romer amendment is a direct response to the November 2009 U.S. Preventive Services Task Force (USPSTF) guidelines, which some

health insurance companies have been using as justification to exclude women under 50 from screening mammograms for the early detection of breast cancer.

Invision Sally Jobe radiologists testifying in support of the legislation were:

- Lora D. Barke, D.O., medical director of the Invision Sally Jobe Breast Network
- Therese Kaske, M.D., subspecialist in Women's Imaging
- Kay Denise Spong Lozano, M.D., subspecialist in Musculoskeletal Imaging and president of the Colorado Radiological Society

Colorado already requires insurance companies to pay for mammograms, but in 2009 state lawmakers voted to follow USPSTF guidelines, which reversed its long-standing position on screening mammography. The U.S. Task Force action ignited widespread controversy and prompted numerous state legislatures to propose or enact new screening mammography legislation.

URGENT PECOS Enrollment Deadline

Enrolling in Medicare's Provider Enrollment Chain Ownership System (PECOS) is an urgent matter. Invision Sally Jobe is advising all physicians and non-physician providers that they must verify they are enrolled in PECOS no later than July 1, 2010, or face denial of claims, including professional claims, effective July 6, 2010.


The recently passed Affordable Care Act requires that all physicians and non-physician providers who order any service, including diagnostic tests, must be enrolled in PECOS by July 1, 2010. Beginning July 6, 2010, claims for all services ordered or referred by a physician/provider can be denied if the ordering/referring physician is not in PECOS, according to the Centers for Medicare and Medicaid services (CMS).

If your group and/or providers are not enrolled with Medicare, your Medicare claims will not be paid. If you are not enrolled in Medicare and refer a Medicare patient to another provider for services (i.e. radiology or laboratory) or equipment (i.e. DME, oxygen), that provider will not be paid by Medicare regardless of whether or not they are enrolled with Medicare.

Although CMS' most recent position states that claims that are not PECOS-compliant won't actually be rejected until the original January 3, 2011, deadline, CMS still asserts that providers and medical equipment suppliers who do not submit PECOS-compliant claims on or after July 6, 2010, will be in violation of the rules.

Physicians/providers can revalidate their enrollment via Internet-based PECOS or they can fill out the appropriate paper CMS-855I and, if needed, the CMS-855R Medicare provider enrollment forms and mail them to the appropriate enrollment contractor. Instructions on Internet-based PECOS can be found on the CMS website: http://www.cms.hhs.gov/MedicareProviderSupEnroll/04_InternetbasedPECOS.asp#TopOfPage.

Due to the time constraints of the July 6, 2010, deadline, Invision Sally Jobe radiologists recommend using the paper enrollment application. This is much less complicated than using the online enrollment process at this time. The forms can be found on the CMS website.

Radiology Imaging Associates and Invision Sally Jobe have fulfilled all enrollment requirements for Medicare and PECOS. If you are not currently a Medicare provider, please enroll with Medicare as soon as possible so that your patients are not at risk for denial of services or equipment. 

URGENT

The CMS main website is www.cms.gov. Trailblazer Health is the administrator of Medicare for the state of Colorado and can be found online at www.trailblazerhealth.com.

Three-Cheese Spinach Frittata

- 1 cup baby spinach leaves
- Olive-oil-flavored cooking spray
- 1 egg
- 4 egg whites or ½ cup egg substitute
- 2 teaspoons fresh minced basil leaves
- 3 tablespoons fat-free milk
- ½ ounce provolone cheese
- 2 tablespoons feta cheese
- ½ ounce shredded mozzarella cheese



1. Tear the stems from the spinach leaves and tear the leaves into small pieces. Set aside.
2. Spray a skillet with the cooking spray. Whisk together the egg, egg whites, basil and milk. Pour the eggs into the skillet and heat over low to medium heat.
3. Sprinkle the spinach over the eggs.
4. Tear the provolone cheese into tiny pieces and sprinkle over the eggs. Add the feta and mozzarella cheese over the eggs.
5. Continue to heat the frittata for 6 to 7 minutes or until eggs are puffed, browned and set.
6. Serve with the yogurt topped with raspberries.

Yields: 1 serving **Prep time:** 4 minutes
Cook time: 8 minutes **Total time:** 12 minutes

Serve with:

- One 6-ounce container plain fat-free Greek yogurt
- ½ cup fresh or frozen, unsweetened raspberries

Nutritional Information: Based on individual serving
 414 calories; 47 g protein; 19 g carbohydrate; 7 g fiber;
 17 g fat (8 g saturated); 246 mg cholesterol; 834 mg sodium; 537 mg calcium



Our Recipe for Bone Health

Invision Sally Jobe is proud to be a recognized ISCD (International Society for Clinical Densitometry) imaging center network for all population groups. According to the National Osteoporosis Foundation, nearly 34 million Americans have low bone mass, placing them at an increased risk for osteoporosis. Most people with osteoporosis do not know they have the disease until they suffer a fracture.

DXA (Dual-Energy X-Ray Absorptiometry), a bone density scan, measures the density of bone. The advanced DXA hardware in use at Invision Sally Jobe employs the latest software upgrades and highly qualified interpretation in order to provide referring physicians with accurate, reproducible measurements of bone mineral density.

Facts:

- Women are at a higher risk during menopause.
- More than 2 million men suffer from osteoporosis.
- Inadequate calcium intake throughout life increases the chances for bone loss.
- A slender build, inactive lifestyle, eating disorders, family history, smoking, alcohol consumption and certain medications (diuretics, steroids and anticonvulsants) increase your osteoporosis risk.

Easy prevention strategies

- Get enough calcium from either your diet or a supplement. Experts suggest 1500 mg per day in equally divided doses. The body can only absorb 500-600 mg at a time.
- Get enough vitamin D, 1,000 IU per day. Vitamin D is a fat soluble vitamin—take it with a little peanut butter!
- Avoid excess caffeine, alcohol and soda pop. No more than two glasses per day.
- Stay away from smoke. Even second-hand smoke kills bone-forming cells.
- Exercise. Try walking at a brisk pace. Exercising keeps bones strong!

For more information, please visit www.InvisionSallyJobe.com or to schedule your DXA examination call 720-493-3700.

