



Look What's New at

Pueblo Radiology

Pueblo Radiology Medical Group

December 2005

Pueblo Radiology is Growing to Serve You Better!

Pueblo Radiology is expanding the scope of its services to meet the needs of our referring physicians:

Santa Barbara—Pueblo Radiology has opened a new MRI Center located at the corner of State Street and La Cumbre in Santa Barbara. The MRI machine at this facility is identical to our Bath Street Unit; it's a 1.5 Tesla, short bore MRI unit. This facility enables us to provide your patients with same day MRI appointments as well as with prompt "wet reads" for your STAT cases. We also take pride in providing a discreet and caring facility for your patients with claustrophobic or privacy needs.

Oxnard & Camarillo— Pueblo Radiology will be merging with the radiologists of Oxnard Camarillo Radiology Medical Group, who currently provide service at Saint John's Hospital in Oxnard and Pleasant Valley Hospital in Camarillo. This merger will be effective January 1, 2006, increasing our Physician staff from 12 to 20 Board Certified Radiologists. Additionally, we are adding to the expertise of our Physician staff through the hiring of four additional Radiologists.

Ventura—In order to accommodate our growing MRI schedule, Pueblo Radiology's Ventura office is pleased to announce our extended hours and days for MRI exams. We will now be open two Saturdays a month from 8am to 2pm for non-contrast MRI studies only. This is in addition to recently extending our MRI hours Tuesday through Friday from 7 am to 7pm (Only Non-Contrast MRI studies from 7am to 8am & 5pm to 7pm). By having more appointments available we hope to better accommodate your patient's busy schedule so you, the physician, can treat your patient more quickly!

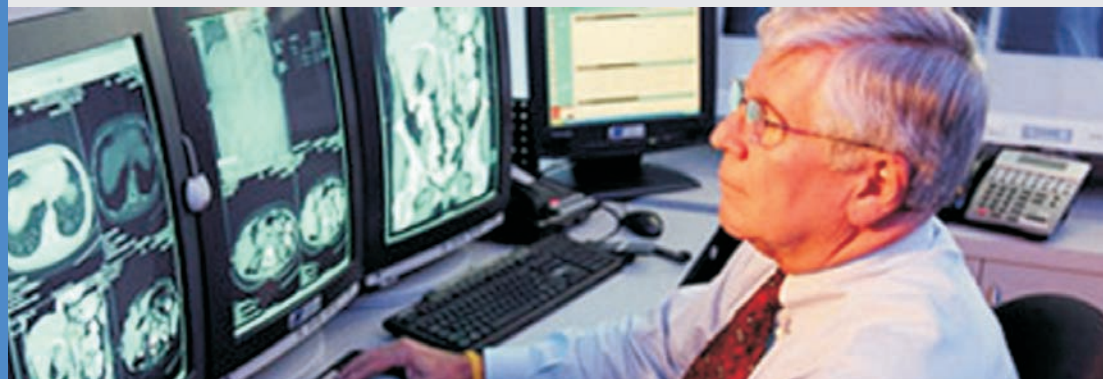
Accessing Your Patients' Images Online is Just a "Click" Away

For the past six years Pueblo Radiology has made available to all physicians the "Web Ambassador" PACS (Picture Archival and Communications System) by DR Systems Inc. PACS is a filmless system displaying images digitally and almost instantly at remote sites, such as the referring physician's office, home, ward, surgical center, clinic and emergency room. Full studies can be reviewed anywhere, but more frequently, a "key" image set (montage), with "voice clip" impressions are reviewed with a point and click. This easy to use system is free to referring physicians and specifically designed to meet their display needs, including case comparison, monochrome display and color display, image processing, measurement, formatting, audio report (voice clip) playback, as well as printing patient reports online. It is also equipped with on-line help and electronic tool tips.

With this system, clinical physicians need not be interrupted by radiologists telephoning with results. The radiologist leaves verbal results imprinted on the examination at the time of interpretation and referring physicians can access results when it is most efficient and convenient for them to do so. Simultaneously, a "montage" of selected pertinent images is produced, summarily displaying the significant findings as selected by the radiologist at the time the examination is read. The voice clip and montage are permanently linked, stored and archived with the examination. This interpretation is available throughout the Pueblo Network, as well as over the Web at remote locations, via the Web Ambassador.

The DR Web Ambassador is designed for private access by authenticated referring physicians or radiologists who can log on from a remote site, using their confidential user name and password. This will allow them (you) to pull images/audio to their own PC. Broadband access (cable-modem or DSL) is required; a dial-up modem will provide unsatisfyingly slow response. Although images travel over the Internet, the system security provides adherence to HIPAA guidelines.

For Pueblo's on-line imaging service to be installed at your office or for a demonstration, please contact Kelly Murphy at (805) 452-0146 or Brian Jenkins at (805) 886-8297 for physicians located in Ventura County, Lynn Sarkany at (805) 886-8243 for physicians in Santa Barbara County.



Patient Treatment Through Spine Imaging

Daniel Fox, M.D., Pueblo Radiologist

Overall, spine imaging encompasses a large variety of radiologic tests including many different modalities such as X-ray, MRI, CT and the use of contrast agents injected into the vein, discs or into the spinal canal. By far, the most common reason for imaging the spine is back pain with or without radicular ("pinched nerve") symptoms. Uncomplicated back pain is usually self-limiting and may not require radiographic evaluation. People who have sustained trauma, experienced worsening chronic pain, are osteoporotic, have a history of cancer, or are at risk for infection are a subgroup of patients that may benefit from early imaging.

In the setting of trauma, plain film radiographs are usually the first exam. Subtle or occult fractures may need CT or MRI for detection. MRI also is useful in evaluating the spinal cord for injury. Acute disc injuries may compromise the spinal canal or nerve roots and can also be best assessed with MRI.

Patients with chronic back pain,

radiculopathy, or symptoms of spinal stenosis are best evaluated with MRI. CT scans can help problem solve indeterminate MRI findings and are extremely useful in characterizing osseous structures. X-ray studies serve well in following overall degenerative patterns and progression of disease.

Patients with history of certain cancers, clinical concern for infection of the spine, or those who have had spine surgery are often asked to receive intravenous contrast injections. Contrast helps outline or detect infections and metastatic lesions as well as differentiate postoperative fibrosis from recurrent disc herniation. Neoplasms which originate in the spine are initially characterized and followed with contrast enhanced MRI examinations.

The injection of contrast into the spinal canal (myelography) and into the intervertebral discs (discography) followed by CT scanning are also commonly used techniques. Patients who have metallic orthopedic hardware

in their neck or back may not image well in MRI because of metal artifact. Some patients have safety contraindications to MRI scanning (i.e. pacemaker or aneurysm clip). CT myelography is the next best imaging alternative in these circumstances. CT Discography can detect subtle disc herniations or annular fissures.

If you have any questions about how the various modalities of spine imaging might best benefit your patients, please contact a Pueblo Radiologist and we will be happy to discuss your patient study options with you.



Meet the Pueblo Team

Ramona Clark M.D. Radiologist



Dr. Ramona Clark graduated from the University of Southern California School of Medicine. Following her internship, her clinical experience included three years of general practice before a Pediatric Residency with Board Certification in Pediatrics. Finding Radiology more suitable to the demands of a family, she completed a Radiology residency at Cedars-Sinai Medical Center in Los Angeles and was subsequently board certified in Radiology.

Following her marriage to Guy Clark, M.D., she moved to Anchorage, Alaska, and practiced radiology at the Alaskan Native Health Service Hospital for one-and a-half years before returning to California. While her husband opened his Rheumatology practice in Santa Barbara, Dr. Clark was a radiologist at Community Memorial Hospital for 5 years. In 1980 Dr. Clark joined Pueblo Radiology and remains happily engaged in the practice of general radiology. She has been the Medical Director of the Breast Care Center at Goleta Valley Cottage Hospital since 1995.

"Both the diagnostic precision and accuracy of breast imaging continues to improve. The mam-

mography and ultrasound examinations of today provide more and better information than 10-20 years ago, reflecting improved technology. Mammography, although not a perfect test, remains the single most accurate means of detecting breast cancer." says Dr. Clark

Pueblo radiologists are very experienced in breast MRI, a new and evolving technology of examining the breast. *"Breast MRI provides helpful information in very specific circumstances. The extent of breast cancer can be more accurately assessed in women with very dense breasts. This helps with the decision for a lumpectomy versus a mastectomy. It is also the most accurate means of evaluating breast implant ruptures"* explains Dr. Clark.

She has served on the Board of the American Cancer Society for several years and was previously on the Board of the Santa Barbara County Medical Society. In addition to English, Dr. Clark also speaks Spanish and French. For the past several years, she has played the violin with various groups in Santa Barbara. She and her husband have been blessed raising their daughter and four sons.

Meet the Pueblo Team

Lorraine Werner Ventura - X-Ray Technologist



Lorraine has worked for Pueblo Radiology - Ventura for the past two years. Prior to this, she went through the Radiologic Technology program at Santa Barbara City College and spent one year of clinical training at Pueblo's Santa Barbara facility. Lorraine is certified in general radiology and DEXA.

"I had the best training at Pueblo Radiology. It is always so busy that I was able to get the training I needed quickly," says Lorraine.

Lorraine has been married to her husband Andy for two years and they own a home in Oxnard. She loves swimming, biking, boating, scuba diving and participating in events such as marathons and triathlons. *"I like getting involved with the races; it gets me more involved with the community and for a good cause and there's a lot of positive energy that surrounds the events,"* says Lorraine.

Ever since Lorraine was a little girl, she always knew that she would end up in the medical field.

She chose the field of radiology because it involves patient care, and combined with the technological advances, this makes her job continuously challenging and very interesting.

"Many patients we see are very sick, so I want to make sure they have the most comforting experience at Pueblo, putting their worries at ease at least while they are at our facility" says Lorraine.

Lorraine's goal as a technologist is to be trained in all modalities of Radiology. She has been trained in CT (Computed Tomography) and is currently training in MRI (Magnetic Resonance Imaging). Lorraine has a lot of interest in all areas of radiology and likes to constantly challenge herself.

In summary, Lorraine says, *"The reason I like working for Pueblo Radiology is because of the radiologists. I like the fact that they really do care about the patients who come through our doors"*.

Ryan DeVries Santa Barbara - X-ray Technologist



Ryan DeVries has been a member of the Santa Barbara technologist staff since June 2005. He graduated this past May with a degree in Radiography from Santa Barbara City College. He also has eight year's experience in the field of psychology. In addition to completing rotation hours at Pueblo Radiology during the course of his education, Ryan also trained at Sansum Clinic and Cottage Hospital.

Ryan found out about the career opportunities at Pueblo Radiology from our MRI Supervisor, Jim Garwood, and is very happy with his career choice. He is looking forward to pursuing his career as a

MRI and X-Ray Technologist. *"I am always interested in health and the body and how it works."* says Ryan. *"Radiology offers a good way to learn about the body and have a career in demand."* He enjoys learning from the doctors as well as the friendly camaraderie, good food, and good times as a part of our staff. He has lived in Santa Barbara for 25 years. He enjoys swimming and tennis. He is also a musician and enjoys writing music as well as playing the piano and guitar.

Welcome aboard, Ryan!

Julie Friedman Santa Barbara - X-ray Technologist



Julie Friedman has been a member of the Santa Barbara technologist staff since June 2005. She graduated this past May with a degree in Radiography from Santa Barbara City College. She also holds a degree in Environmental Studies from UCSB. She is currently studying to become a licensed mammographer.

Prior to her full-time employment with Pueblo, Julie completed over 2000 student rotation hours as part of her Radiography Degree. Her decision to become a Radiographer was made during her time as a student in Oriental Medicine, when a friend told her about the

Radiography Program at Santa Barbara City College, and sounded like it was just what she wanted in a career.

"Working with anatomy is a fascinating thing" says Julie, "I especially enjoy it when the doctors point out an interesting case!"

She has been married for two years to her husband, Eric. In her spare time she likes to jog, and is an avid paddler with the Santa Barbara Outrigger Canoe Club. She also loves to cook and do crafts, so much so, that her nickname around the office is "Martha", as in Martha Stewart!

CT Dental Scans Now Available at Pueblo Radiology

Pueblo Radiology has expanded its CT services to accommodate the imaging needs of dentists and oral surgeons. We have upgraded our software to perform dental CT scans, now available at both our Santa Barbara and Ventura locations. The "CT Dental Scan" is a specially developed computerized reformatting program that obtains true cross-sections of the mandible (jaw) and maxilla (upper mouth). The CT dental scan eliminates the pre-operative guesswork of dental implant surgery. Utilizing this tool, dentists and oral surgeons have the proper information needed to give patients the best results.

Scan sequences include the standard, high resolution axial images with slices as narrow as 0.75 mm. The images are then reformatted (reconstituted) into panorama, three dimensional and true cross sectional images of the mandible or maxilla. Image acquisition takes less than five minutes. As with all of Pueblo Radiology's studies, the images are immediately available online through our DR PACS (filmless) system where a surgeon or dentist can perform direct measurements on any of the generated scan sequences using electronic measurement devices. This further improves the accuracy of the pre-operative planning.

This procedure is usually not covered by insurance; however, we have priced it to allow affordability. Pueblo Radiology is looking forward to working with you and your patients. If you have any questions or special protocol needs for this or any of our other imaging services, please contact Lynn Sarkany, Physician Relations Director at (805) 886-8243.



Check Out Our NEW Website... www.puebloradiology.com

We are striving to provide the best website resource possible to interface with your practice. Our website has the following features we hope you find to be helpful:

Procedure Preparation— This section can be a resource to both your office and your patients in explaining what will be expected of patients in preparation for each of our examination procedures.

Scheduling— This section enables your office or your patients to easily schedule an appointment with any of our offices via e-mail.

Insurance/Billing and Forms— These sections offer access to forms to enable your office and your patients to expedite their admission to our offices when coming in for an appointment.

Past News Articles and Newsletters— We hope that this provides an information resource for your practice.

In addition to these features, we have started construction of a new section of our website, the MD Portal. This section will be offered on a login basis and will allow you to interface and consult directly with our radiologists.

As we are further developing our website, we would like to hear your feedback regarding how we can make our website a more valuable information tool and interface resource to your practice. Please feel free to contact our Physician Relations Director, Lynn Sarkany, with your questions, feedback and suggestions. Lynn may be reached at (805) 886-8243.

Pueblo Radiology ACR Accredited

Pueblo Radiology of Santa Barbara and Ventura is accredited by the American College of Radiology (ACR) in CT, MRI, mammography and ultrasound for breast, vascular, OB-GYN and general studies.



These accreditations were received for achieving high practice standards based on a peer reviewed evaluation of our practice.

Dedicated to providing high quality imaging services in a professional, compassionate and timely manner for our patients, referring physicians and hospital affiliates.

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