



Pueblo Radiology Medical Group

Look What's New at

Pueblo Radiology

January 2005

NEW! Pueblo Radiology Interventional Services at CMH

Pueblo Radiology now has staff privileges at CMH for Interventional Radiology. Call our Ventura Office to schedule for both inpatient and outpatient procedures. We offer full consult for all peripheral vascular disease work-ups including non invasive vascular ultrasound and both CT/MR angiography for planning intervention. Patients who are candidates for angioplasty or stenting will be scheduled for their procedure at CMH with Pueblo Interventional Radiologists. Some of the procedures offered are interventional angiography, Vertebroplasty/Kyphoplasty, GU and GI intervention, IVC filters and more.

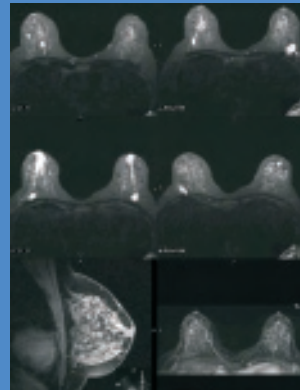
Breast MRI

In western society, female breast cancer has become extremely common; some would say epidemic. As awareness of the widespread nature of this disease (or more accurately, group of diseases) has grown, so has the attention and effort directed at prevention, detection, and treatment. The rapid advances in medical technology afforded by the computer revolution have spawned a sometimes-confusing array of new and appealing tools in our efforts at earliest detection of breast carcinoma, as well as the most effective determination of the extent of disease, once it is known to be present.

Mammography remains the foundation and the workhorse of breast cancer detection. Many breast cancers, especially those in the earliest stages of development, can be detected ONLY by mammography. Even a detailed, expert physical breast examination, which should be done annually, cannot detect the pre-tumorous stage of breast carcinoma (sometimes referred to as DCIS or intraductal carcinoma).

Ultrasound will not find these tiny lesions.

One of the newest tools in the fight against breast cancer is MRI of the breast. Magnetic Resonance Imaging (MRI) of the breast provides a comprehensive view of the breasts and surrounding anatomy. This test is expensive, but ordinarily reimbursed by insurance when used in appropriate circumstances. Breast MRI is no longer considered experimental. It requires specific techniques, training, and equipment, and is not performed on every MRI scanner. It is however, available at the Pueblo Radiology facilities in Santa Barbara and Ventura.



The woman lies prone (on her stomach) with the breasts essentially surrounded by an array of padded cup-shaped radio antennas. The exam takes as long as 30 – 40 minutes and involves an intravenous injection of contrast material. Interpretation is a lengthy process, as literally thousands of images are processed, reviewed, and re-reviewed with consideration of the suspicious areas.

(Continued on page 4)

153 Years of Service and Dedication!

Pueblo Radiology is proud to announce 153 years of dedicated service by seven of its employees. Maureen Georgio, originally from Canada, was hired in 1970. Maureen is a senior vascular ultrasonographer; she is also skilled in radiography, mammography and bone density studies. Marylynn Rohrbach, our first grandmother of the group, was hired in 1973. Marylynn is the Chief Technologist, a position she has held since 1989. Marylynn is registered in ultrasound as well as radiography, mammography and bone density studies. Janeen Helton, our most recent grandmother and also the Assistant Chief Technologist began her career with Pueblo Radiology in 1981. A Santa Barbara native, Janeen is skilled in ultrasound, radiography, mammography, and bone density studies. Brenda Pentecost, front desk coordinator, came to Pueblo in 1988. Brenda keeps the front desk running



From Left to Right: Janeen Helton, Maureen Georgio, Marylynn Rohrbach, Shannon Goodenough, Brenda Pentecost, Shary Edwards, Patti Lopez.

smoothly and has a great rapport with all the referring offices. Shary Edwards, a 40 year veteran in radiology, has been with Pueblo Radiology for 20 years. Shary is in charge of our Mammography Department; she is not only skilled in mammography but also in bone density studies. Patti Lopez joined our group in 1989 after 10

years with Sansum Medical Clinic. Patti is registered in ultrasound, mammography and radiology. She is also our quality control guru for mammography. Last but not least is Shannon Goodenough. Shannon came to Pueblo Radiology from Cottage Hospital in 1990. Shannon heads our Ultrasound Department and is registered in vascular ultrasound as well as general ultrasound, mammography, and radiology.

Why have these technologists stayed at Pueblo Radiology this long? When asked, all the ladies agreed that they are like a second family to each other. As new modalities have come along they have trained together, growing in their professional careers. And lastly, the Radiologists have always been very supportive by providing them with cross-training, state of the art equipment and an aesthetically pleasing work environment. What could be better!

Endovascular Laser Ablation Technique for Varicose Veins

Pueblo Radiology now offers a new minimally invasive technique for treating varicose veins in the outpatient setting, with excellent results, quick recovery time and no need for general anesthesia. The abnormal veins are closed off by applying laser to the inside of the vein. Like "vein stripping", laser ablation treats the root cause of varicose veins and this may be all that some patients require.

If your patients have been living with varicose veins and fear the treatment is too complicated, painful and risky, you should know that with new laser techniques they don't have to live with varicose veins and their associated symptoms. Surgical intervention involves considerable preparation, general anesthesia, risk of infection and pain in the affected areas, and requires a lengthy recovery period. The medical laser technology is much easier and is "minimally invasive." The entry point through which the interventional radiologist gets the laser fiber to the target area is extremely small, not even requiring stitches. There is really no "recovery" to speak of. In fact, patients will be up and walking as soon as it's over, able to return to full normal activity.

A laser is a highly concentrated beam

of light. Medical lasers work by delivering this light energy to the targeted tissue with extreme precision and do not affect the surrounding tissue. They have proven their safety and effectiveness through years of use in all kinds of medical procedures, from ophthalmology to dermatology. In the hands of a skilled physician, lasers offer far less risk and complications than conventional surgery.

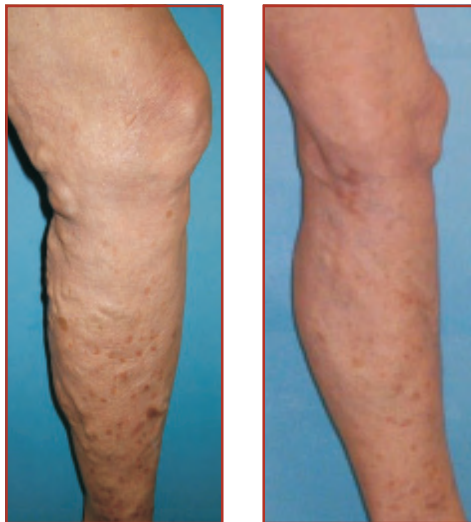
Veins carry blood from the capillaries to the heart. In the leg, this means the

blood has to flow upward, against gravity. Consequently, these veins have one-way valves to prevent the blood from back flowing. Over time these valves can fail to close tightly, allowing blood to pool and causing the bulging and twisting characteristic of varicose veins that can lead to symptoms of fatigue, discomfort or pain.

The laser fixes this problem at the source by delivering just the right wavelength of laser energy to just the appropriate tissue, causing the incompetent vein to close. The body automatically routes the blood to other healthy veins.

The vein procedure takes about 45 minutes and requires just local anesthesia. Ultrasound is used to guide the procedure. As the expert radiologist inserts a thin laser fiber into the vein through a sheath (hollow tube) the laser light is emitted through the fiber. While a patient might feel some unfamiliar sensation, it is not painful. The procedure is done in an outpatient setting in the radiologist's office.

Laser has proved to be 97% effective, an outstanding record of success. Therefore, one should experience no recurrence in the veins that have been treated. For a FREE consultation, please call Linda at (805) 654-8170.



Before Treatment

After Treatment

The Truth about Workers Compensation Brokers

Workers Compensation is very complex. When the employee is injured, the employer has 30 days of medical control. This may change with recent legislation SB 899. The change is welcomed by all employers and insurance companies. Pueblo Radiology is working directly with all local physicians to comply with all the new changes. We need to work together to eliminate the middle man **Brokers/Networks**.

Many people are confused as to what the broker/networks do. Many times, they

are a phone referral service. Their business would not survive without medical providers. They do not own any equipment or read films. These brokers are not medically trained and do not have any medical background, which results in the ordering of incorrect or inappropriate tests. The new bill SB 1022 will hopefully put an end to the brokers. Help us close down the Brokers/Networks by referring directly to Pueblo Radiology. We must strive to work together to improve the medical care within the work comp system.

One example is that since Pueblo Radiology is contracted with First Health Provider Network, all referring physicians can let the adjusters know we are part of their network. We can also let them know we are working with all Work Comp Insurance companies to refer directly instead of having to use the Brokers. Our main goal is to serve the community with fast efficient Diagnostic Radiology results.

If you have any questions or issues please contact Pueblo Radiology's Workers Compensation Specialist, Brian Jenkins, at (805) 886-8297.

Meet the Pueblo Team

Jim Day M.D. Radiologist Laser Vein Specialist



"This is an amazing place to work" says Dr. Jim Day. "The Pueblo Ventura and Santa Barbara facilities are staffed by top notch radiologists, the best technologists, and professional and friendly office staff."

When Dr. Day finished as Chief Resident at the University of Colorado program, many of the technologies he uses today were either extremely primitive or did not exist.

"It is exciting and rewarding to work in such a state-of-the art facility, knowing an expert second opinion is just a mouse click away on Pueblo's all digital network," says Day.

Initially trained as diagnostic radiologist, Dr. Day has become a multispecialty imager throughout his 26 year career.

"The only constant in this field is change. It's that cutting edge combination of science and medicine that drew me into radiology and keeps me there," he says. "The rewarding and enjoyable

aspect of the Pueblo Radiology practice is the blending of the latest in high-tech imaging with "the patient comes first" philosophy. It is very gratifying to spend time with our patients one on one, discussing their exams with them, a luxury rarely encountered in most radiology practices."

Dr. Day's hope and goal is to bring this incredible technology and knowledge base of Pueblo Radiology's practice to many more people in Ventura County.

He says with the recent unexpected heart attack of President Clinton, it's easy to see that simple, accurate, noninvasive tests such as coronary artery calcium scoring done at Pueblo could save lives or impact lifestyles before people get sick.

"This is truly preventative medicine," says Day. Dr. Day and his wife, Dianne, feel very fortunate to call Ventura home. "The ocean, the nearby mountains and trails, and the city of Ventura is great."

Sheree Drennen Ventura Lead Technologist Assistant Supervisor



Sheree Drennen is a great asset to Pueblo Radiology. She offers 20 years of experience to the medical community of Ventura specializing in MRI and CT scanning. Before working at our new Ventura Imaging Center, Sheree worked 18 years at Community Memorial Hospital starting as a diagnostic technologist working her way up to Chief Technologist.

Sheree loves to work with patients and is a wonderful communicator. She helps patients understand their exam and puts them at ease. She is a natural teacher, and takes the time to explain things well. Sheree teaches Radiography students from the Santa Barbara City College Radiologic Technology program.

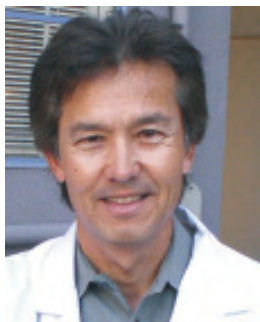
"I have high expectations of my staff and

students. My goal is to educate them and assist them in providing a great product for the patient and referring physician," says Sheree. "I enjoy being a CT technologist because the technology is constantly advancing. I am challenged and allowed to be creative, in that the data I am collecting must be acquired properly or the exam will not benefit the patient".

Outside of work, Sheree is what you call a "Super Mom". She is busy chasing after her 4 year old son Wyatt, while watching her 15 year old son Ian surf at the beach or play guitar in his Rock-n-Roll band. Go Sheree!!

Sheree has proven to be a knowledgeable and dependable employee. We are very fortunate to have Sheree on the Pueblo Radiology team.

Jim Garwood Santa Barbara - MRI Technologist



Jim is one of our many talented MRI technologists. Jim has been with Pueblo, since we began offering MRI in 2001. He is such an asset to our department, coming to us with 11 years of MRI related experience. Jim is the senior MRI technologist in the Santa Barbara area. He has been responsible for the training of many other MRI techs, and helps keep our facilities on the cutting edge by monitoring our equipment and scan protocols.

"I started in this field in 1989, just as the technology of MRI was being introduced". Jim was attracted to this developing field, shortly after finishing his Nuclear Medicine certification. He has truly enjoyed being challenged in this cutting edge field and especially enjoys working with

what he feels is a "dynamic" staff at Pueblo. The technologists work closely with the Radiologists to provide the best images possible. Jim has a great sense of the equipment and intuitively knows how to get great images.

Jim loves talking with patients. He is a great teacher and loves to explain the physics of MRI. "I feel knowledge is power, so I try to explain the tests to each patient to make them as comfortable as possible. Patient comfort is my highest priority". Jim's other love is cycling. He is on his bike 4 times a week and cycles about 150 to 200 miles a week. He is on the Board of Directors of the Echelon Cycling Club. Santa Barbara has been his home since he graduated from UCSB, and he (like so many of us) loves living here.

(Continued from cover)

We have already found this MRI exam to be effective in several situations: supplementing the difficult physical/mammographic exam, as is also done using ultrasound; detection of additional sites of disease once a breast cancer has been diagnosed; determining precisely the extent of tumor after needle biopsy, thus aiding in surgical planning; further defining focal abnormalities as benign or malignant and potentially avoiding the need for biopsy; demonstration of adjacent disease in the lymph nodes. A simpler technique of breast MRI, without contrast injection, is used to precisely evaluate the status of silicone and saline breast implants. MRI is the most accurate

imaging test for implant evaluation.

The major disadvantage of breast MRI, other than the cost, is the relatively low specificity of the results; although the exam is sensitive and will detect the vast majority of cancers larger than 3 or 4 mm in size, it also produces a relatively large number of "false positive" findings that can lead to the need for further evaluation of lesions that turn out to be benign. This situation is similar to mammographically-detected lesions, where only about one quarter to one third of breast lesions which are biopsied turn out to be malignant. These biopsies are *not* unnecessary; they are necessary in order to detect early, small breast cancers that are often quite subtle and curable.

Breast MRI has the ability to detect

small lesions, but at this point the recommendation that women undergo annual screening mammography beginning at age 40 is as valid as ever.

With over two years' experience, Pueblo Radiology has the largest tri-county experience with MRI of the breast. The examination is available at both of our locations in Santa Barbara and Ventura. All of the examinations are double-read by sub specialized Diagnostic Radiologists. So, for the take home message: Women should have an annual breast physical exam and mammogram, and understand that if problems arise or are detected, there is a well-developed armamentarium of ancillary tests at the disposal of your clinical physician and breast imaging consultants, the radiologists.

A patient's arm scanned in the Orth One MRI unit.



Extremity MRI in Santa Barbara

Pueblo Radiology has completed the first year of operation of its new high field, completely open MRI device for the evaluation of extremities.

The ONI Orth One scanner is a 1 Tesla device with geometry that creates images that equal or exceed those generated by whole body scanners. The patient, however, is completely out of the scanner, seated in a comfortable dentist like chair with only the area of interest in the device.

Call our Santa Barbara Office for more information at (805) 682-7744.

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, OBGYN and general studies.

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

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