

## OPEN for Business in Poulsbo this Spring

This spring, Olympic Radiology will open our second location in Poulsbo. At that location, we will add the latest in advanced MR scanning—a Philips Panorama High Field Open MR, featuring the best of both worlds: an open design and high-field (1.5T-like) performance. Once you see our Panorama HFO capabilities, it will change the way you think about open MR imaging.



Some highlights of the new system include:

- Vertical, high-field strength magnet for exceptional image quality and speed
- Unique open design for maximum patient comfort
- 45 cm field of view for large coverage area
- Integrated-body coil for large patients
- Full range of high-end applications

*Read more on page 2*

### INSIDE THIS ISSUE:

**New High-Field Open MRI Offers Exceptional Image Quality**

**New MRI Technology for Prostate Cancer Diagnosis and Staging**

**Insurance Pre-Authorization: February Updates**

## Using New MRI Technology for Prostate Cancer

Olympic Radiology is pleased to be the first facility in the state of Washington to offer new MRI technology beneficial in diagnosis and staging of prostate cancer.

***Read more about this new technology including the use of specialized coils, contrast enhanced imaging with computer aided detection (CAD), and MRI guided biopsy techniques on page 3.***

### ABOUT PROSTATE CANCER

Other than skin cancer, prostate cancer is the most common cancer in American men. The latest American Cancer Society estimates for prostate cancer in the United States for 2010:

- About 217,730 new cases of prostate cancer will be diagnosed
- About 32,050 men will die of prostate cancer
- About 1 man in 6 will be diagnosed with prostate cancer during his lifetime.
- More than 2 million men in the United States who have been diagnosed with prostate cancer at some point are still alive today.
- Prostate cancer is the second leading cause of cancer death in American men, behind only lung cancer.
- About 1 man in 36 will die of prostate cancer.

## February 2011 Insurance Pre-Auth Updates

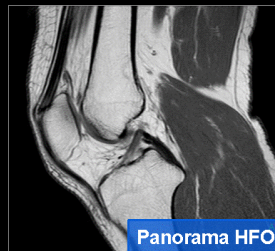
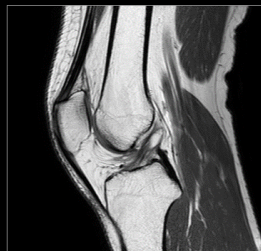


We have made some updates to our insurance pre-authorization chart which are effective as of February 1, 2011. Please contact Allyson at (360) 479-6555 or [allyson@olympicradiology.com](mailto:allyson@olympicradiology.com) to request your new copy, or view the latest online at [olympicradiology.com](http://olympicradiology.com), and click the link on our homepage.

## Image Quality with New High Field Open MRI

### High Field Open or 1.5T cylindrical...

Identical volunteer, resolution, scantime

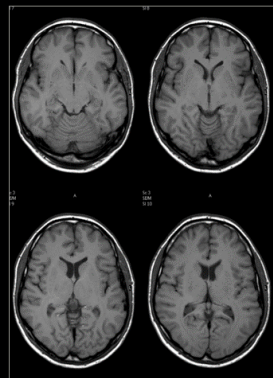
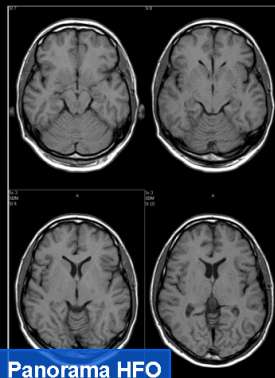


You can now provide virtually all your patients--large, small, claustrophobic, or elderly--with a more comfortable MR experience, and get 1.5T-like quality images to enhance your diagnostic confidence.

With the largest patient opening in the industry--160 cm by 45 cm--the Panorama HFO puts virtually all patients at ease, particularly obese, elderly, frail, anxious, claustrophobic, and pediatric patients. The vertical field RF coils are 40 percent more efficient than RF coils in a cylindrical magnet and allow a nearly 360 degree viewing angle in the vertical plane.

The Philips Panorama High Field Open MR system is a no-compromise solution for neuro, angio, orthopedic, body, cardiovascular, and pediatric MR imaging.

*To view more clinical image comparisons of a 1.5T and the new HFO MR, go to our website, [www.olympicradiology.com](http://www.olympicradiology.com) and click on the link. Or go to [bit.ly/ORAhfo](http://bit.ly/ORAhfo)*



Panorama HFO

# New MRI Technology for Prostate Cancer

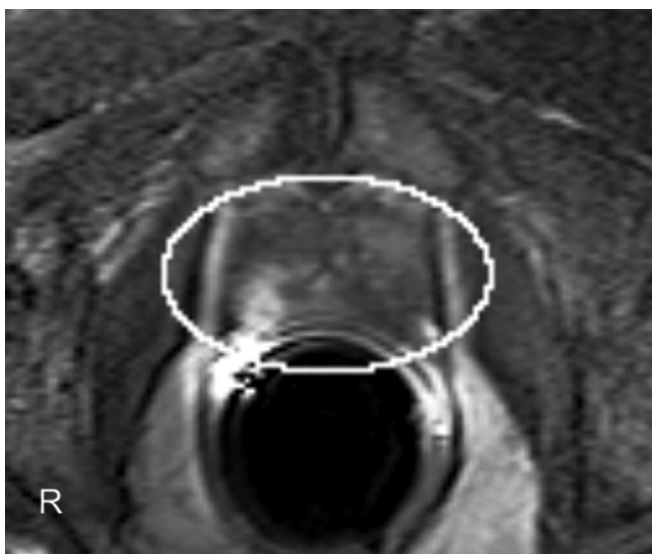
Working closely with local Urologists and Radiation Oncologists, Olympic Radiology will be the first facility in Washington state to offer **comprehensive prostate MRI** and, with a referral from a Urologist or Oncologist, **MR guided prostate biopsy**.

Clinical studies have shown that MRI utilizing new technologies including specialized coils for high resolution and signal to noise, diffusion weighted imaging, and dynamic contrast enhanced imaging with computer aided detection (CAD) can be of benefit in localizing prostate carcinoma within the

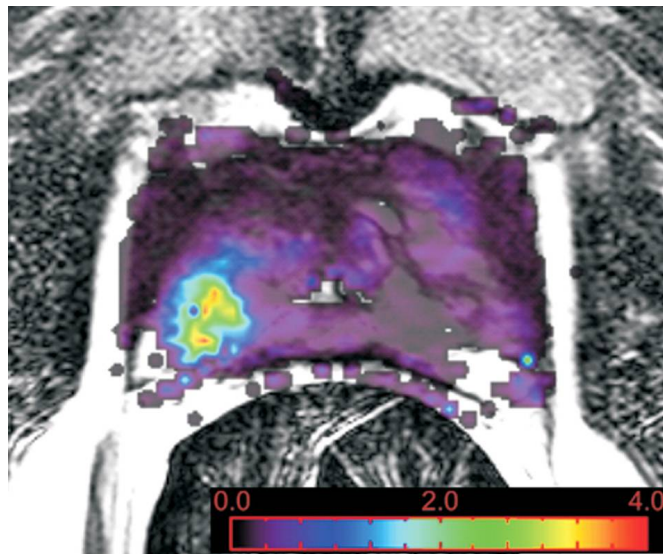
gland, assist in staging disease, and provide a template for radiotherapy treatment planning.

Trans-rectal ultrasound (TRUS) guided biopsy remains the most efficient and cost effective manner to diagnosis prostate cancer. However, a small percentage of patients with a persistently rising PSA have undergone repeated TRUS biopsies without a diagnosis. In this subset of patients, prostate MRI and MRI guided biopsy can provided a diagnosis of clinically relevant prostate carcinoma, in one study, in nearly 60% of these patients.

**Olympic Radiology will be the first facility in Washington State to offer comprehensive prostate MRI and MR guided prostate biopsy**



Prostate cancer depicted on T2-weighted MRI in 56-year-old man with prostate-specific antigen level of 4.8 ng/mL and histologically proven prostate cancer with Gleason score of 7  
 Ocak, I. et al. Am. J. Roentgenol. 2007;189:W192-W201



Prostate cancer depicted on dynamic contrast-enhanced MRI in 56-year-old man with prostate-specific antigen level of 4.8 ng/mL and histologically proven prostate cancer with Gleason score of 7  
 Ocak, I. et al. Am. J. Roentgenol. 2007;189:W192-W201

# OLYMPIC RADIOLOGY

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The Center of Excellence for Medical Imaging  
in the West Puget Sound

Visit us at [www.OlympicRadiology.com](http://www.OlympicRadiology.com)

 <http://twitter.com/OlympicRad>



## Olympic Radiology's American Board of Radiology Certified Physicians



**Steven Bell, MD**

Vascular & Interventional Fellowship

*Serving Kitsap County for over 14 years*



**Bradley Brown, MD**

Body Imaging & Ultrasound Fellowship

*Serving Kitsap County for over 14 years*



**James Rohlfing, MD**

Neuroradiology Fellowship

*Serving Kitsap County for over 18 years*

### Specialties:

Musculoskeletal  
Body Imaging  
Angiography and Interventional Radiology

### Education:

#### Doctor of Medicine

University of Wisconsin

#### Internship

UC Irvine Med. Center, General Surgery

#### Residency

Loma Linda University Medical Center,  
Diagnostic Radiology

#### Fellowship

Loma Linda University Medical Center,  
Angiography and Interventional Radiology

### Specialties:

Ultrasound  
Body Imaging  
Musculoskeletal

### Education:

#### Doctor of Medicine

University of South Carolina

#### Internship

LDS Hospital, Utah, Transitional

#### Residency

UC Davis Medical Center,  
Diagnostic Radiology

#### Fellowship

UC Davis Medical Center,  
Ultrasound with Intervention

### Specialties:

Neuroradiology (Subspecialty Certification American  
Board of Radiology)  
Body Imaging  
Musculoskeletal

### Education:

#### Doctor of Medicine

University of Washington

#### Internship

University of Utah, Internal Medicine

#### Residency

University of Utah,  
Diagnostic Radiology

#### Fellowship

University of Washington,  
Neuroradiology