



CONTACT: Trace Longo
Longo Communications
(949) 364-2821

Lisa Bryan
Director of Marketing
INSIGHT IMAGING
(949) 282-6176

INSIGHT IMAGING – WEST THUNDERBIRD PROVIDES PATIENTS NEW DIGITAL MAMMOGRAPHY AND COMPUTER-AIDED DETECTION

PEORIA, AZ (August 21, 2009) – Women who undergo routine mammograms at INSIGHT IMAGING – West Thunderbird now have access to the latest diagnostic technology available, digital mammography. The imaging center, which serves the Greater Phoenix area, features the advanced digital mammography system, Selenia™ from Hologic™, and Computer-Aided Detection (CAD).

The Selenia™ digital mammography system from Hologic® incorporates revolutionary imaging technology by providing exceedingly sharp images more efficiently than traditional mammography methods. Digital mammography is different from conventional mammography in how the image of the breast is acquired and, more importantly, viewed. The radiologist is able to view and manipulate the images on high-resolution computer monitors that enhance their clarity, reducing the likelihood of patients having to come back for additional images. They can also adjust brightness and contrast, and zoom in on specific areas to help detect small calcifications, masses and other changes that may be early signs of cancer.

“Digital mammography will eventually become the standard in breast imaging,” said Theodore Ditchek, M.D., F.A.C.R. of INSIGHT IMAGING – West Thunderbird. “Mammography is the best tool for early detection of breast abnormalities, giving patients a much better chance of survival.”

In conjunction with the digital mammography unit, INSIGHT IMAGING – West Thunderbird is also offering Computer-Aided Detection (CAD). CAD provides a "second read" of the mammogram by a computer. This assists the radiologist by acting as an additional set of eyes that pinpoint areas of interest, thereby increasing the accuracy of the diagnosis.

For patients undergoing a digital mammogram it will be very similar to the standard mammogram they have experienced in the past. Both types of mammography utilize x-rays to generate images of the breast. However, rather than using film to record the image, a digital mammogram uses a high-powered micron detector to capture and convert the x-ray energy into a digital image.

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“It is similar to the evolution between film-based photography and digital photography, in that film development is no longer necessary and the digital images are immediately available to the radiologist for evaluation,” explained Dr. Ditchek. “We are confident that digital mammography offers patients a more effective diagnostic tool for the early detection of breast cancer.”

For more information about Selenia™ digital mammography or to schedule an appointment at INSIGHT IMAGING – West Thunderbird, please call (623) 875-1637.

ABOUT INSIGHT IMAGING

INSIGHT IMAGING, headquartered in Lake Forest, California, is a provider of diagnostic imaging services through a network of fixed-site centers and mobile facilities. INSIGHT IMAGING serves a diverse portfolio of customers, including healthcare providers, such as hospitals and physicians, and payors, such as managed care organizations, Medicare, Medicaid and insurance companies, in over 30 states, including the following targeted regional markets: California, Arizona, New England, the Carolinas, Florida and the Mid-Atlantic states. As of June 30, 2009, INSIGHT IMAGING’s network consists of 61 fixed-site centers and 112 mobile facilities. For more information, please visit www.insighthealth.com.

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