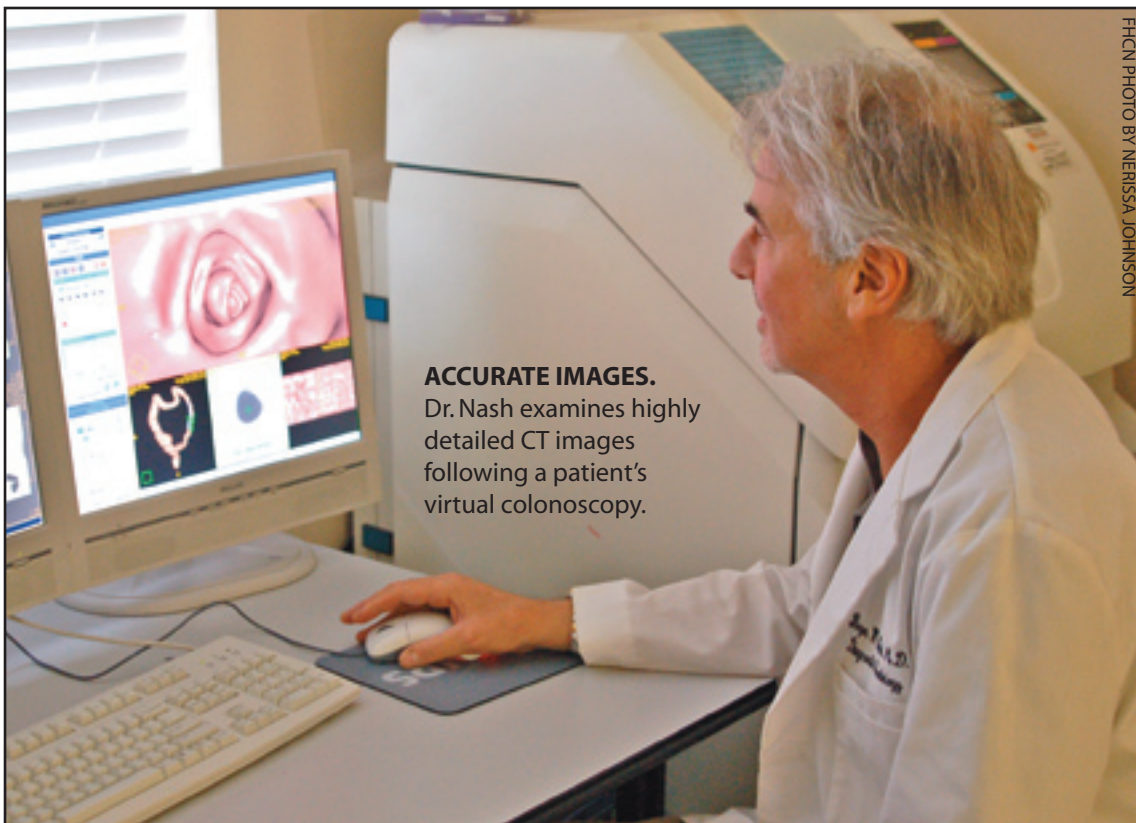


Virtual colonoscopy safe, accurate test for colon cancer



ACCURATE IMAGES.
Dr. Nash examines highly detailed CT images following a patient's virtual colonoscopy.

“Colorectal cancers are the second leading cause of cancer deaths in the United States,” informs board-certified radiologist Roger W. Nash, MD, medical director of Cyrus Diagnostic Imaging, Inc. “but the American Cancer Society estimates that less than 50 percent of individuals 50 and with none of the risks or discomfort patients associate with optical colonoscopy. We are pleased to offer this leading-edge screening tool at Cyrus Diagnostic Imaging.”

Why virtual colonoscopy?

“Virtual colonoscopy is a recently developed technique that uses

a barium enema and nearly as sensitive as conventional optical colonoscopy in the detection of colonic polyps.

“Virtual colonoscopy will not replace optical colonoscopy, which has the added benefit of being able to remove any polyps revealed during this invasive examination,” assures Dr. Nash. “Rather, it will complement the procedure. Many of the invasive optical colonoscopies performed return negative results; noninvasive virtual colonoscopy will help identify the patients who truly need the more invasive procedure, while sparing the majority of patients who do not.

“Because virtual colonoscopy is more comfortable and convenient for patients, once patients are educated about this highly effective screening tool they will be more compliant about scheduling their screening colonoscopies, and the deadly impact of this disease can be reversed.”

The procedure

Virtual colonoscopy requires the patient to follow a special diet and take a laxative to cleanse the colon before the procedure. On the day of the procedure, the colon is expanded by introducing puffs of air to the colon through a small rubber catheter inserted into the rectum. Images are gathered while the patient lies first on his or her stomach and then on the back. Hundreds of images are gathered in less than 15 minutes without the need for sedation. When the procedure is complete, the patient returns to normal activities with no unwanted side effects.

Virtual colonoscopy does more than identify potentially cancerous polyps. It also allows

the radiologist to examine organs outside of the colon within the abdominal and pelvic regions. This means serious conditions like aneurysms, tumors, and degenerative changes in tissue can be identified by virtual colonoscopy. Optical colonoscopy is limited to delivering images only of the inside of the colon.

Inside the colon, virtual colonoscopy is able to reveal the interior of the bowel, even in the presence of an obstruction, gathering images from both sides of the sacs and pouches that are formed by the winding structure of the colon. Virtual colonoscopy can detect polyps 3 mm or greater in size.

Dr. Nash points out that virtual colonoscopy, with its ability to see in all directions, provides few false-negative readings, is less invasive and less costly than optical colonoscopy, and poses essentially no risk of perforation.

High-tech tools

“Images are only as good as the equipment used to gather them,” points out Masoud Vahdatpour, MBA (RT), RDMS, RVT, administrator at Cyrus Diagnostic Imaging. “In our office, we use a 16-slice CT scanner manufactured by Philips, an extremely advanced machine that is perfectly suited for this type of image gathering.”

The scanner features open architecture, so patients do not have to worry about feeling claustrophobic while the scanner gathers hundreds of images and transfers them to the computer, where they are viewed and stored.

Once the images have been viewed and evaluated by the clinician and the reading radiologist, a detailed written report is prepared and forwarded to the patient's referring physician.

“We also furnish patients with a CD of all their images to retain for their own permanent medical files,” says Mr. Vahdatpour. “Advanced digital technology means these images can be viewed on any computer with CD capability, and the images also can be copied without generation loss or degradation.”

Insurance acceptance

“It is no secret that insurance companies are slow to acknowledge new procedures until they have established a track record for effective performance,” observes Mr. Vahdatpour.

“Boston University conducted a large study about the efficacy of virtual colonoscopy

as a screening tool, and several insurers have already recognized the value of this less expensive modality with its high rate of accuracy.

“We welcome the opportunity to put this powerful screening tool to work for patients in the central Florida area.”

FHCN—Billie S. Noakes

Cyrus Diagnostic Imaging, Inc.

165 Waymont Ct.
Lake Mary
(407) 321-3012

If you're over 50

The American Cancer Society notes that 91% of new cases of colorectal cancer and 94% of deaths from this disease occur in people over the age of 50, so screening this age group before they have symptoms yields the greatest benefit.

According to the Colon Cancer Alliance, more than 90% of patients are restored to normal health when the cancer is detected and treated in its earliest stage, before it has spread to surrounding tissue. If the cancer is diagnosed at a regional stage, that rate drops to 66%.

“It's impossible to over-emphasize the importance of screening for colon cancer,” says Dr. Nash. “Once more people realize how comfortable and quick virtual colonoscopy is, I feel confident that they will be more proactive in screening for and treating colon cancers.”

Cyrus Diagnostic Imaging, Inc.

Roger W. Nash, MD

years of age or older — those at highest risk — have been screened for colorectal cancer.

“One of the greatest reasons for this is patients' reluctance to undergo a traditional optical colonoscopy that provides real-time visualization of the colon.

“Now,” he announces, “virtual colonoscopy offers the same benefits of early colon cancer screening in less time

computed tomography [CT], a computer, and virtual reality software to allow the radiologist to examine the colon for polyps and cancer in a virtual three-dimensional format,” describes Dr. Nash. “Advances have been made in this technology in the last five years, and now researchers at the University of Wisconsin have shown that virtual colonoscopy is better than

Fast facts ... virtual colonoscopy

There are many advantages to virtual colonoscopy compared to traditional optical colonoscopy.

VIRTUAL COLONOSCOPY

- Does not require sedation
- Carries essentially no risk of perforation of the bowel wall
- Allows visualization of the entire colon
- Allows visualization beyond bowel obstructions
- Allows visualization of both sides of haustral folds
- Provides images of major organs of the abdomen and pelvic region
- Can be performed in less than 15 minutes
- Is accurate for both negative diagnoses and in detecting polyps of 3 mm or greater in size
- Allows antegrade and retrograde navigation through the colon
- Is more comfortable and produces less anxiety for patients



Roger W. Nash, MD, is a board-certified radiologist in practice in the Orlando area for more than 26 years. He completed

his undergraduate studies at the University of Alabama, Tuscaloosa, and earned his medical degree from the University of Miami. Dr. Nash served his internship at Sinai Hospital, Baltimore, MD, and completed his residency and a fellowship in diagnostic radiology at Mount Sinai Medical Center, Miami Beach. He is a member of the American College of Radiology and Radiological Society of North America.

Masoud Vahdatpour, MBA (RT), RDMS, RVT, is administrator of Cyrus Diagnostic Imaging. He completed his undergraduate studies, majoring in radiologic science, at the University of Central Florida and completed his master's degree in business administration at Rollins College, Winter Park. He completed an internship in radiologic science at Halifax Hospital, Daytona Beach, and is a member of the Society for Vascular Ultrasound and Society of Diagnostic Medical Sonography.