

New California State Law Regarding Dense Breast Tissue



A new California State Law (Senate Bill 1538) requires that lay summaries about a woman's breast density be sent in addition to the letter she already receives from the radiologist after every mammogram. Thus, on April 1, 2013, in compliance with the new California state law, we began sending the following information to patients with heterogeneously or extremely dense breast tissue:

"Your mammogram shows that your breast tissue is dense. Dense breast tissue is common and is not abnormal. However, dense breast tissue can make it harder to evaluate the results of your mammogram and may also be associated with an increased risk of breast cancer.

This information about the results of your mammogram is given to you to raise your awareness and to inform your conversation with your doctor. Together, you can decide which screening options are right for you. A report of your results was sent to your physician."

Imaging Healthcare Specialists realizes that receipt of this information may raise patient anxiety and result in more inquiries to you. Our radiologists strongly support evidence-based medical decision-making and have resources to help guide patients and their clinical providers to determine if any supplemental screening is recommended.

What Your Patients Are Saying About Imaging Healthcare Specialists!

Our patients are very important to us and we are always striving to create the best patient experience possible. Along with the newly implemented time of service collecting, we are making other changes in 2013 that will enhance the patient experience. When our patients talk, we listen. Below are comments from some of our valued patients:

"The obvious compassion, consideration, and caring of your entire staff has made my experience the best experience I have had with any of the many medical facilities and people I have been forced to deal with during the past three years. Thank you!" (Encinitas)

"I really enjoy the privacy of the exam room. The dim lighting made me feel comfortable and relaxed. My technician was very informative and clearly explained everything I would be experiencing. Thank you!" (Kearny Mesa)

"The only place I will obtain any radiological services!! The absolute most convenient, friendliest and professional in town!! Kudos to everyone. Been coming here for over 25 years." (Hillcrest – Laurel)

Golden Triangle Transition

We are currently in the process of transitioning our Golden Triangle/ La Jolla location to a brand new state-of-the-art imaging center including a 3T MR and x-ray. We expect to be up and running early Fall 2013. In the meantime, we will continue to serve the La Jolla community with expanded hours at our Kearny Mesa location.

Callback Ultrasound Orders

If a radiologist requests a callback breast ultrasound for a screening mammogram patient, a new order is required. When this is needed, a member of our team will call your office to obtain the additional order. Please note: A "written" order is not required; verbal orders are perfectly acceptable.



Satisfaction Surveys Are Coming!

We are committed to continually improving our services to you and your patients. In support of this, we will be sending out a Physician Satisfaction Survey in the coming weeks. We look forward to your feedback!



Would you like to schedule your patients exams online?



Contact us for set up and training at marketing@imaginghealthcare.com

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New Imaging Technology Announcements

In keeping with our commitment to maintain the highest standards of patient care through innovation, we are thrilled to announce several new imaging technologies available to your patients. We have added tomosynthesis (3D) mammography to our Encinitas location, upgraded the MR coils at Poway and Alvarado, and this coming fall we will add a new high field 3T MR at our Golden Triangle location. Your local marketing representative will be providing you with relevant information on how these newer technologies can benefit your patients.

Additionally, we have added ultrasound to our Kearny Mesa location and digital x-ray to our South Bay location.



COMING FALL 2013