

### Lung Cancer Screenings Save Lives



**LOW DOSE LUNG CANCER CT SCREENING EXAMS DECREASE THE RISK OF DEATH BY**

**↓ 20%** \*COMPARED TO STANDARD CHEST X-RAYS

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<p>EVERY YEAR</p> <p><b>200,000</b> DIAGNOSED WITH LUNG CANCER</p> <p><b>160,000</b> WILL DIE FROM LUNG CANCER</p>	<p><b>LUNG CANCER DEATHS</b> &gt; <b>COLON PROSTATE BREAST COMBINED</b></p>
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Lung cancer is the number one cancer killer for men and women in the U.S. and world, and Imaging Healthcare Specialists wants to help high risk patients get the early detection they need to help save their lives. The National Lung Screening Trial (NLST) compared lung CT scans and standard chest X-rays and results showed that high risk patients who obtained low dose lung cancer CT screenings lowered their risk of dying by 20% compared to getting standard chest X-rays.

#### WHO SHOULD BE SCREENED?

##### CATEGORY 1:

- Ages 55-74
- Currently a smoker or quit fewer than 15 years ago, and
- Smoked at least a pack of cigarettes a day for 30+ years

##### CATEGORY 2:

- Ages 50-74
- Smoked at least a pack of cigarettes a day for 20+ years, and
- Have one additional lung cancer risk factor:
  - Family history of lung cancer
  - History of emphysema, COPD or interstitial lung disease
  - Personal history of cancer

If your patients fall into one of these categories, they are considered to be high risk for lung cancer. Talk to your patients today about scheduling a **Low Dose Lung Cancer CT Screening Exam** at Imaging Healthcare Specialists.

### What Your Patients Are Saying About Imaging Healthcare Specialists!

We continue to hear great things from your patients regarding their visit to Imaging Healthcare Specialists. We wanted to share some of the pleasant feedback we received during our last survey period (Q3 2013):

*"From start to finish, the service was excellent. The technologist who performed my ultrasound was wonderful. Cannot say enough good things about her. I will refer everyone I can to this office. Thank you for the outstanding experience."*  
(Temecula Valley)

*"Marilyn was very pleasant. A mammogram is the worst procedure a woman can have. Believe it or not, she really made it enjoyable! I will be back here again for the next one, thanks."*  
(Tri-City)

*"Great experience. One of few times in my life that both technician and doctor asked a lot of questions about why I came in, the history, and the exact pain locations. First time ever, they did extra views as requested according to my answers! Great job by both people!"*  
(Encinitas)

*"I have been to Imaging Healthcare on numerous occasions for different reasons and have always been treated courteously and respectfully. The staff, in person and on the phone, are always pleasant and helpful. This also applies to the facility on Fifth Avenue."*  
(Hillcrest – Laurel)

## Educational PET Dinner

Did you know that PET/CT is an excellent imaging tool for diagnosing brain dementias? Imaging Healthcare Specialists will be hosting an educational dinner event where our own Mark Schechter, M.D. will be presenting the importance of including PET/CT imaging in the diagnosis of brain dementias including Alzheimer's disease. If you would like to join us, please go to [www.imaginghealthcare.com/events](http://www.imaginghealthcare.com/events) for more information.

## CPT Code Guides Available

Could you or your practice use a handy guide listing all imaging CPT codes? Printed and bound 2013 CPT Code Guides are available to you! Just email [marketing@imaginghealthcare.com](mailto:marketing@imaginghealthcare.com) with your information and one will be mailed to you.



## Enhanced Scheduling Process

In an effort to expedite the patient scheduling process, we have upgraded our phone systems and added a Spanish number. For quicker response times, please encourage your patients to call us for their appointments.



CALL US AT

**Main** 866 558 4320  
**Spanish** 858 658 6400

## NEW: Spanish Scheduling Number

In an effort to ease the scheduling process for our Spanish speaking physicians and patients, we have created a dedicated Spanish scheduling phone number that directs callers to one of our bilingual scheduling representatives. This number is **858 658 6400**.

## Would your office like a complimentary 2014 calendar?

Email your mailing information to [marketing@imaginghealthcare.com](mailto:marketing@imaginghealthcare.com)



6256 GREENWICH DRIVE, SUITE 150, SAN DIEGO, CA 92122



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# Referring Physician Survey Results — Thank You!

Imaging Healthcare Specialists would like to thank each of you who responded to our 2013 Referring Physician Survey. This survey is important because it provides us with direction and feedback on how we can improve and best meet the needs of you and your patients.

We are pleased that most of our survey scores measured above the national average, with report turnaround and confidence in interpreted reports scoring highest. You also demonstrated your satisfaction with the availability of our radiologists to answer your questions.

We are dedicated to providing services that support the needs of our referring physicians and their patients, and we will leverage the information you provided to help in the evaluation of people, systems, processes and services. We truly appreciate your willingness to help us help you and your patients, and we look forward to receiving your feedback on our 2014 survey.

