

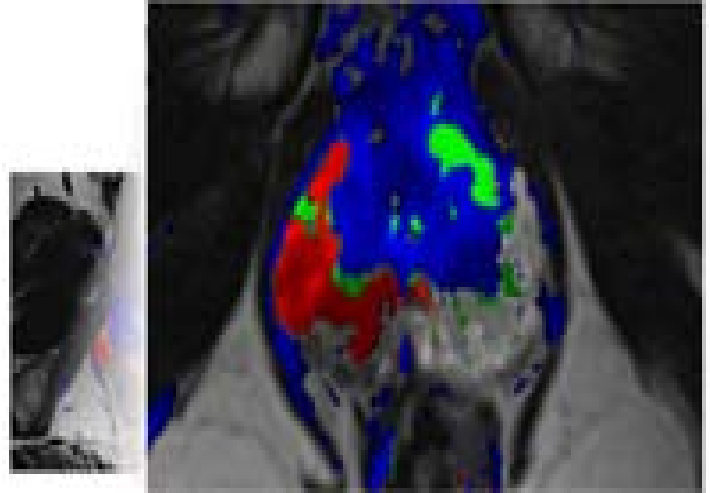


Peninsula Imaging's New Computer-Aided Detection Software

As Delmarva's imaging experts, we are vigilant in identifying new imaging technology which will bring enhanced patient care to the shore. We are pleased to offer a new **non-invasive** tool in the fight against **prostate cancer**. Computer aided detection (CAD) software for our 3T MRI, assists our radiologists in precisely locating cancer areas in the prostate, aiding in diagnosis and treatment.

Also, in the battle against breast cancer we have computer-aided detection software for the detection of **breast cancer**.

NEW TECHNOLOGY AT PENINSULA IMAGING



This image reveals biopsy-proven prostate cancer – areas shown in **red**, utilizing CAD

Peninsula Imaging – the shore's only location offering Virtual Colonoscopy

Colon cancer is the third most commonly diagnosed, and second most deadly, form of cancer in the United States. Only about **30%** of people who should be screened have actually been screened. Many forgo screening because of convenience, cost, availability and embarrassment. This is unfortunate as colorectal cancer should be a largely preventable illness. Experts believe that over 90% of all colorectal cancers can be cured through early detection and treatment.

It is our goal at Peninsula Imaging to help our colleagues in the diagnosis of colorectal cancer so that more lives may be saved. With this end in mind, we are excited to offer a **non-invasive** screening tool for colon cancer – **virtual colonoscopy**. Virtual colonoscopy is performed using **low dose CT requiring no sedation** and can be completed in about 15 minutes. Virtual colonoscopy is an excellent alternative especially for patients who may be on blood thinning medications, have breathing and/or sedation issues and for those who may be obese.

The American Cancer Society's 2008 guidelines endorsed virtual colonoscopy as an appropriate screening modality for colorectal cancer (CRC). To date, 22 state legislatures (including **Maryland, Delaware and Virginia**) and the District of Columbia have passed laws requiring private insurance carriers to reimburse for CRC procedures, with most of them specifically mandating virtual colonoscopy or any modality endorsed by the ACS. [Click here to learn more.](#)

In The News...

ACR RESPONSE TO DR. OZ SHOW

Recently, Dr. Oz aired a show regarding mammography and increased risk for thyroid cancer. In response to this broadcast, the American College of Radiology issued the following response:

April 4, 2011

“The ACR and Society of Breast Imaging Statement on Radiation Received to the Thyroid from Mammography.

Some Americans have expressed concern, due to an erroneous media report, that the small amount of radiation a patient receives from a mammogram may significantly increase the likelihood of developing thyroid cancer. This concern simply is not supported in scientific literature.

The radiation dose to the thyroid from a mammogram is extremely low. The thyroid is not exposed to the direct x-ray beam used to image the breast and receives only a tiny amount of scattered x-rays (less than 0.005 milligray). This is equivalent to only 30 minutes of natural background radiation received by all Americans from natural sources.

For annual screening mammography from ages 40-80, the cancer risk from this tiny amount of radiation scattered to the thyroid is incredibly small (less than 1 in 17.1 million women screened). This minute risk should be balanced with the fact that thyroid shield usage could interfere with optimal positioning and could result in artifacts – shadows that might appear on the mammography image. Both of these factors could reduce the quality of the image and interfere with diagnosis. Therefore, use of a thyroid shield during mammography is not recommended.

Patients are urged not to put off or forego necessary breast imaging care based on this erroneous media report. For more information on this issue, please see Summary of Thyroid Cancer Risks Due to Mammography by R. Edward Hendrick, PhD, FACR.

For more information on why you should start annual mammograms at 40 years of age, please visit www.MammographySavesLives.org.”

Although “use of a thyroid shield during mammography is not recommended” we do want our patients to know that should they decide that they would like to use a thyroid shield during their mammogram, they are available at Peninsula Imaging.

DRINKING COFFEE HELPS AVOID PROSTATE CANCER, STUDY SAYS

Published May 18, 2011 - News Care – Fox News

“Men should drink coffee regularly to avoid developing prostate cancer”, according to a major study published Wednesday.

Researchers at the Harvard School of Public Health said men who drink coffee on a daily basis are around 20-60 percent less likely to develop any form of the disease – with a higher intake linked to a lower risk.

The men least likely to develop lethal prostate cancer were those drinking six or more cups of coffee a day, but even those drinking no more than three cups a day lowered the risk by 30 percent, the 12-year study found.

Caffeine did not appear to be a factor in the research, as the 45,000 participants who reported their coffee consumption drank both caffeinated and decaffeinated coffee.

The researchers said it was the antioxidants and anti-inflammatory compounds contained in coffee that affect the body’s insulin levels and sex hormone levels, both of which have been linked to prostate cancer.

Writing in the Journal of the National Cancer Institute, the scientists said that more research would be needed to isolate which components of coffee might be responsible.”

HEALTHY SUMMER RECIPE

ORIENTAL SALAD

No need to heat up the kitchen to prepare a nutritious healthy fresh meal! Try this delicious Oriental Salad – really healthy with romaine lettuce, cucumbers, carrots, mandarin oranges (high in vitamin C), nutritious almonds (high in magnesium, vitamin E and manganese) with a homemade dressing which includes fresh garlic (good for your blood and cholesterol) and fresh ginger (good for circulation).

Salad

1 3 pack Romaine hearts (preferably organic), chopped
1 cucumber, sliced
1 small bunch scallions chopped
1 carrot, peeled and sliced
1 large can mandarin orange sections, drained

Dressing

Mix together:
3 ozs rice vinegar
Quarter size sliced ginger grated
2 cloves fresh garlic, pressed
2 tsps sugar
1-1/2 oz reduced sodium soy sauce
7 ozs of healthy veg. oil such as canola

Crunchy Topping

½ stick butter
1 small pkg slivered almonds
2 pkgs ramen noodles – oriental flavor
1/3 cup sesame seeds

In a large skillet, melt butter and sauté crushed ramen noodles (save flavoring packets), almonds and sesame seeds – once golden brown add one seasoning packet of the oriental ramen noodles and stir to coat – allow to cool. You may omit the crunchy topping for an even healthier dish but the crunchy topping is so good! For a complete meal you may add grilled chicken, shrimp or beef. Enjoy!

Peninsula Imaging – Your Partner in the Community

Peninsula Imaging sponsors National Cancer Survivor's Day

The Cancer Support Community/Delmarva hosted the National Cancer Survivor's Day Celebration on Sunday, June 5th at their office located in the Court Plaza in Salisbury. The event is a celebration for cancer survivors and their caregivers. This year's event included a celebration walk, picnic lunch and entertainment.

Peninsula Imaging's Relay for Life Team

The American Cancer Society Wicomico County Relay for Life is scheduled for Friday, September 30, 2011 at the Shorebirds Stadium. Peninsula Imaging has a team for this event.

Peninsula Imaging Renews Annual Sponsorship of Women Supporting Women



Women Supporting Women – their mission is “to provide awareness, education and support to all those who are affected by breast cancer here on the Eastern Shore”. Women Supporting Women was founded in 1993 by three local women who started the organization in their homes. Since then, Women Supporting Women has grown to serve the entire Delmarva Peninsula with offices in Salisbury, Berlin and Crisfield.

Peninsula Imaging is a proud Hope Sponsor for Women Supporting Women. Sponsorship of Women Supporting Women enables them to provide their services **free of charge**. Some of the services provided by WSW include: Informational tote bags for newly diagnosed patients, those being treated by Chemotherapy and/or Radiation, those with cancer recurrence and children with cancer, monthly support group meetings led by a licensed facilitator, mentoring and community outreach. They also provide an automatic lift recliner post surgery for those who have had a bilateral mastectomy. For more information on Women Supporting Women please visit:

www.womensupportingwomen.org

10th Annual Women Supporting Women



Team Awards

Best looking
Best Spirit
Best cheer
Top Fund Raising Team
&
Top Fund Raising Individual
A picture plaque will be award to all teams who raise over \$1,000

WHEN: Saturday, October 8, 2011

Team Pictures 8:30 a.m.

Registration 8:30 - 9:30a.m.

Walk at 10:00 a.m.

WHERE: Winter Place Park

Salisbury, Maryland

COST: \$20.00, includes T-shirt

If registered by September 24th

REGISTER: Online at www.womensupportingwomen.org or

Call (410)548-7880 ext 302

Purchase
“In Memory” or
“In Honor” signs
for only \$25.00

GET YOUR TEAMS
TOGETHER NOW!
Friends, Family
Co-Workers!



Lunch
Provided By

