

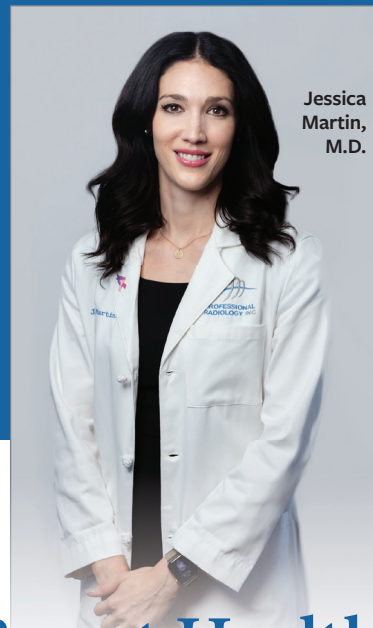
CINCINNATI + HEALTHCARE PROFILES



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Championing Women's Breast Health

Professional Radiology, Inc. takes a personal approach to screenings and encourages women to participate in their care.

If the physicians at Professional Radiology, Inc. (PRI) could give one piece of advice to women age 40 and over, it's that early breast cancer detection can save lives.

"Personalized care and maintaining high standards are at the heart of what we do," says Linda Reilman, M.D., president of PRI. As a result, PRI radiologists are accessible at the breast centers as they read mammogram and ultrasound studies and perform image-guided biopsies. They also meet with patients and their doctors as needed to create a dynamic and engaging process. Weekly interdisciplinary conferences with other specialties allow the team to discuss current, complex cases everywhere they work.

Leading the efforts is a team of American College of Radiology (ACR) board-certified mammographers. Female directors at the breast centers offer years of experience and breast fellowship training, providing high-level skills in areas of full field 2D- and 3D-screening, diagnostic mammography and tomosynthesis, directed diagnostic and whole breast screening ultrasound, breast MRI, image-guided biopsy, and perisurgical procedures.

SERVING PATIENTS WITH HOPE AND DISTINCTION

Dr. Reilman notes that breast imaging is one of the most regulated fields in imaging. PRI's centers have all achieved recognition with accreditation by the National Accreditation Program for Breast Centers (NAPBC) or are Breast Imaging Centers of Excellence (BICOE) as designated by the ACR. These are hard-earned distinctions reflective of the high-quality care provided.

Maintaining such prestige, however, doesn't come easy. It requires continuous regard to the quality of care and integrated programming on behalf of the diagnostic radiologists, medical and radiation oncologists, breast surgeons, pathologists, nurses, and technologists who help guide treatment decisions. "Everything from the equipment to the physicians and staff involved in the program must adhere to rigorous standards," says Dr. Reilman.

PRI's history of providing quality, subspecialty expertise to patients, referring physicians, and hospital partners goes back a long way. Formed in January 1997 when Cinhio Diagnostic Imaging (founded in 1962) and Radiologic

Consultants merged, the group partnered with Hamilton Radiology in July 2004. Along with four hospitals, they serve ancillary outpatient surgical and full-service breast centers.

"Unfortunately, some women avoid mammograms because they're fearful of radiation. However, today's screenings are very safe and are monitored and performed carefully, so women shouldn't be afraid to come in and get checked," says Dr. Reilman. There are also programs available to help cover costs of routine mammograms for underserved individuals.

Scheduling a mammogram with PRI is easy, and once performed, results are timely and readily available. "Whether we are just reading images or doing a procedure, we want women to know that they have a doctor who cares in their corner," Dr. Reilman says.



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