Introduction

WellSpan Imaging would like to introduce you to a new communication tool – WellSpan Imaging News. The purpose of this quarterly publication is to frequently and consistently communicate information about WellSpan Imaging that is important to you and your patients. Items this newsletter includes are imaging case studies, new technology or tests, physician profiles and procedure or operations updates.

If you have any questions about the information presented in this issue or any future issues, please contact our physician office liaison at (717) 851-3787 or ddill@wellspan.org.

Annual Screening Mammograms Can Make All the Difference

The numbers are stark and sobering: more than 190,000 new cases of breast cancer in the United States in 2009. During that same year, more than 40,000 deaths resulted from the disease.

Statistically speaking, roughly one in nine American women will be confronted with breast cancer during their lifetime.

The good news is that a woman can quickly and easily shift the odds in her favor by simply being proactive. An annual screening mammogram helps assure that—if breast cancer turns out to be part of her future—it may be diagnosed and treated as soon as possible.

“The sooner a breast cancer is found, the less likelihood of it spreading, the less likelihood of lymph node involvement, and the less likelihood of extensive surgery and chemotherapy,” said Marian Damewood, M.D. Damewood chairs the OB/GYN Department at York Hospital and is director of Women and Children Services for WellSpan. She noted that while most women are advised to get an annual screening mammogram starting at age 40, those with high-risk factors should begin even sooner.

“For example, if someone has a very strong family history of breast cancer, we recommend that her screening mammograms start younger than age 40, perhaps at age 35, particularly if her mother or a sister has had breast cancer,” Damewood said.

Unfortunately, too many women fail to take advantage of the potential life-saving benefits of annual screenings. In some instances, inadequate health insurance or other financial reasons may be to blame. Financial concerns can be alleviated by WSH’s mammogram program for uninsured and under insured women.

For others, the culprit is misinformation or simple ignorance of the facts. Damewood said a common misconception is that a woman can identify any potential problems herself through self-examination. “We have to remember that something has to be about the size of a pea, or at least half a pea, before it can be felt,” she explained. “A mammogram will reveal things that nobody could ever feel, like micro-calcifications that might be clustered in a worrisome appearance.”

The technology for identifying these early signs of breast cancer has made powerful leaps forward in recent years. Digital mammography enables a radiologist to electronically adjust, store, and retrieve digital images. This allows subtle differences between normal and abnormal tissues to be noted more easily.
WellSpan remains at the forefront of digital imaging technology. Here, radiologists are helping equipment manufacturer Hologic trial a revolutionary new device for breast tomosynthesis. The tomosynthesis device moves along the breast in an arc, taking a series of 15 low-radiation snapshots along the way.

“It shows you one-millimeter slices of the breast, kind of like a CT scan,” said Misty Hicks, R.T. (R)(M), women’s imaging team leader. “It’s very exciting to be on the cutting edge like this. We are among the first to use this equipment.”

Other misconceptions exist that keep women from scheduling their annual mammogram. Some mistakenly believe they are not at risk for breast cancer because no one in their family has ever been diagnosed.

“The myth is out there that breast cancer is familial,” said Joanne Trapeni, D.O., medical division director of women’s imaging. “The reality is that 80 percent of breast cancer tumors are non-inherited.”

Trapeni also said that newspaper and magazine articles about radiation may sometimes leave women with the misimpression that a mammogram’s tiny dose of radiation could actually give them breast cancer.

“The important thing to remember about mammography is that it is very low dose,” she said. “It is the lowest dose you can get.”

Jean Gresick-Shugsta is York Hospital’s radiation safety officer and chief diagnostic physicist. She agreed that the benefits of an annual screening mammogram far outweigh any potential risks.

“The FDA regulates radiation dose to the breast for mammography, and our machines here at WellSpan generally reach only two-thirds of the FDA limit, which itself is already extremely safe,” she said.

Gresick-Shugsta likes to use a dollars-and-cents comparison when speaking about radiation exposure, framing the complex scientific concept in terms most people can easily understand. In her analogy, natural background radiation—to which we are all exposed everyday—comes to about 30 cents. Meanwhile, the radiation from a screening mammogram is just a penny.

“In other words, the risk from mammography x-rays is very, very low,” she said.

Finally, some women avoid getting a mammogram because of the discomfort. Trapeni acknowledged that it is necessary to compress the breast in order to produce reliable, accurate images, and for some women it can be uncomfortable.

“But it’s a small amount of discomfort for a short period of time,” Trapeni said. “And it’s for a very good cause.”

### Complete Breast Cancer Care Close to Home

Women in York and Adams counties should be aware that it is not necessary to travel outside the area for comprehensive and compassionate breast cancer care.

York Hospital and Gettysburg Hospital are both accredited under the Mammography Quality Standards Act. Yet that mandatory designation is merely the first hallmark of outstanding care for these two facilities.

York Hospital offers women’s imaging services at the WellSpan Women’s Center, which is located on the Apple Hill Health Campus in York. It is also fully accredited by the American College of Radiology (ACR).

Joanne Trapeni, D.O., medical division director of women’s imaging, said that all of the services a woman may need are conveniently located on-site at the Apple Hill Health Campus.

“The vast majority are present right here, and that includes screening and diagnostic mammography, MRI, and all of the interventional procedures,” she said. “Breast cancer surgery, radiation therapy, and chemotherapy are also performed right here at Apple Hill.”

Based on the scope and quality of its services, York Hospital’s Women’s Imaging Services in 2008 became the only facility in York County to receive certification from the National Consortium of Breast Centers (NCBC). The distinction reflects WellSpan’s comprehensive approach to breast cancer diagnosis and treatment.

“The NCBC looks for centers that maintain a continuity of care, and provide patients with the entire continuum of services,” operations manager Cyndi Fauth, R.T.(R), said.

Fauth noted that Women’s Imaging Services uses state-of-the-art digital equipment for its diagnostic services. In addition to mammography and MRI, it offers ultrasound of the breast, ultrasound of the pelvis and thyroid, Bone Densitometry, and a complete array of biopsy services.

“Some of the people living in this area choose to go to Baltimore for their health care,” Fauth said. “We want them to know that the best of care is also available right here at home.”

As integral members of WellSpan Health, the staff and radiologists in Women’s Imaging Services work closely with a host of specialists at York Hospital and York Cancer Center. The result is carefully orchestrated, virtually seamless patient care.

Women’s Imaging Team Leader Misty Hicks, R.T.(R)(M), said that the multidisciplinary coordination of care is an important part of WellSpan’s success at treating breast cancer.

“Our surgeons, radiologists, and pathologists are constantly discussing treatments and patient outcomes,” Hicks said.
Ron Hempling, M.D., is medical director of WellSpan’s Oncology Service Line. He noted that WellSpan’s breast cancer program receives expert guidance from its Professional Advisory Board. A diverse group of health care professionals, this group constantly identifies opportunities for innovation and improvement.

As an example, Hempling cited the center’s extraordinary reduction in wait times for women who need a diagnostic mammogram after their initial screening mammogram reveals a potential abnormality. The goal, Hempling said, was to ease the emotional impact on concerned patients.

“When you’re told that something may not be right, you naturally want it addressed as quickly as possible,” he said.

With direction from the Professional Advisory Board, Women’s Imaging Services was able to reduce wait times for callback mammograms from an average of four weeks to no more than five days. In some instances the wait may be just a single day, or even a few hours.

Gettysburg Hospital recently instituted a similar program that has reduced the average wait for a diagnostic mammography to just three days.

“Some of these ladies may be very apprehensive because they have a friend or loved one who has had breast cancer, or because there is a very strong history of breast cancer in their family,” said Team Leader Laura Meals R.T. (R)(M). “They want to come back as soon as possible.”

Gettysburg Hospital offers Adams County residents many of the advanced services typically found in larger institutions.

“We do both interpretations and interventional procedures with breast MRI,” Marie Spagnoli, M.D., explained. “So we can do breast biopsies under mammography guidance, ultrasound guidance, and MRI guidance.”

WellSpan Imaging Services of Gettysburg Hospital was recently designated a Breast Imaging Center of Excellence by the American College of Radiology (ACR).

By awarding the hospital with this designation, the ACR recognizes Gettysburg Hospital as a breast imaging center that has earned accreditation in mammography, stereotactic breast biopsy, and breast ultrasound (including ultrasound-guided breast biopsy). With this recognition, both WellSpan Health hospitals (Gettysburg Hospital and York Hospital) have achieved this designation.

“Being recognized as a Breast Imaging Center of Excellence is a tribute to the efforts and dedication of our entire imaging team,” Chuck Kyle, director of Imaging Services, Gettysburg Hospital said. “Their commitment to continually improving services for our patients has a huge bearing in ACR granting us with this award.”

“This designation reflects our commitment to providing a high standard of care,” Spagnoli said. “Patients in the area will know that they don’t have to travel an hour or more to get the treatment they need.”

### Scheduling Exams

An imaging exam could be scheduled one of three ways:

1. The referring practice calls and schedules the patient before they leave the PCP office.
2. The referring practice gives the request to the patient and the patient calls to schedule the exam.
3. Some exams do not need scheduling. In this case, a request is given to the patient and the patient goes to an Imaging site to have the exam completed.

When scheduling an imaging exam, please be prepared to provide the patient name, date of birth and basic insurance information. We will also ask for the reason for the exam (diagnosis, signs/symptoms, codes if available). In some cases we will need date and location of last exam.

The scheduling numbers for Gettysburg are:
- Mammography and Bone Densitometry (717) 338-3281
- Nuclear Medicine exams (717) 339-2027
- All other exams (717) 337-4103

The scheduling numbers for York are:
- Mammography and Bone Densitometry (717) 851-1901
- Nuclear Medicine exams (717) 851-2568
- All other exams (717) 851-2568

General questions about exams can be directed to (717) 337-4207 for Gettysburg and (717) 851-2568 for York.

We are interested in your feedback. Please let us know how we can serve you better by contacting our Physician Office Liaison at (717) 851-3787 or ddill@wellspan.org.
Tribute to Dr. James Robinson

In the minds of his colleagues, James Robinson, M.D., will always be remembered for his philosophy on life, his love of medicine, people, dancing and most importantly his family. This was his hallmark and the legacy he left upon his passing this past May.

Dr. Robinson fought a courageous and unrelenting battle with pancreatic cancer for over two years.

He was fortunate to have a good week prior to his passing, as he worked each day and felt stronger by coming in to see his colleagues. His wife remarked how good it made Jim feel to come in and see everyone and share a story and smile. It recharged him and gave him comfort.

Dr. Robinson earned his medical degree at SUNY Upstate Medical College. He completed his residency in Diagnostic Radiology at Bryn Mawr Hospital and a fellowship in Chest Radiology at the Armed Forces Institute of Pathology.

He proudly served in the U.S. Navy, retiring as a Lieutenant Commander. He was employed as a diagnostic radiologist with a specialty in women’s imaging for WellSpan Health at the time of his death.

Dr. Robinson was a member of St. Joseph Catholic Church, York, where he had been a religious education teacher. He was also a member of the American College of Radiology, RSNA, ARRS, the Society of Thoracic Radiology and the Society of Breast Imaging.

James Robison, M.D., will be remembered as kind and loving to his family, friends and patients, and as a dedicated physician. He will also be remembered for his young spirit and the joy he took in everything from sports to ballroom dancing. That is a hallmark and legacy that all will remember and be honored to emulate.