

## Improving Your Ultrasound and Mammogram Experience

*"Although no one looks forward to their mammograms, the staff could not have been kinder, more professional or more reassuring. Knowing that you will have your results immediately, speak to the radiologist and have any additional procedures makes this a much better experience. I can't believe how many horror stories I now hear from friends about scheduling delays, waits for results, waits for further testing & general poor treatment."*

This is part of a letter sent to us by one of our appreciative patients. We're impressed with Simone's ability to describe, in a nutshell, what we're all about at Weinstein Imaging Associates.

For those of you who don't know about us yet, allow me to introduce ourselves. We are an office-based radiology practice specializing in mammography, ultrasound, and osteoporosis testing, with offices in the North Hills, Shadyside, and South Hills. We perform lots of needle biopsies of the breast (both stereotactic and ultrasound-guided) and of the thyroid gland. Many of our biopsy patients are referred to us from other practices and hospitals. We also offer advanced 3D and 4D ultrasound, which gives us a three-dimensional look at many important structures, such as the fetal face. You can see an example of what this looks like on our website, as well as detailed information about our practice and our doctors.

But what sets us apart from other radiology practices is our focus on patient comfort and our desire to minimize patient anxiety. Our private office setting offers a more pleasant and relaxing environment than most hospitals, not to mention a more private experience. We treat everyone with dignity and courtesy. You can expect friendly and professional personnel, and highly trained, board-certified technologists.

We believe in seeing patients with anxiety-provoking problems promptly, usually on the same day. For example, patients with bleeding during pregnancy or a new breast lump need to have their concerns addressed quickly. Anxiety is also lessened by having appointments for routine tests available sooner than at other facilities. And if there is something suspicious on a mammogram, we perform most follow-up imaging tests and needle biopsies that day. We



*Drs. Barbara Ward, Thomas Chang, Michelle Straka, and Marcela Böhm-Vélez*

interpret all tests promptly and generally give results to our patients before they leave the office.

Our radiologists, Drs. Marcela Böhm-Vélez, Thomas Chang, Michelle Straka, and Barbara Ward, are fellowship-trained specialists. We serve as experts for the American College of Radiology, judging the quality of mammograms and sonograms at hospitals and clinics across the country. We also participate in cutting-edge research.

We are especially proud to be one of only 20 practices selected (and the very first one chosen) for a research study on breast ultrasound screening in women with mammographically dense breasts and at risk for developing breast cancer. We're certainly in good company with the likes of Duke University, Mayo Clinic, and M.D. Anderson Cancer Center.

So, what's new at Weinstein Imaging Associates? We now offer computer-assisted detection (CAD) on mammograms. With this technology, a computer analyzes mammograms digitally and highlights potential abnormalities, kind of like a spell checker for mammograms. Studies have shown that CAD can boost cancer detection, particularly in denser breasts.

We are also pleased to announce the opening of our new North Hills office at 5500 Corporate Drive, right next to TGI Friday's off McKnight Road. The office is spacious and inviting, and there's plenty of parking.

I hope this article has given you a better idea of who we are. If you are currently a patient of ours, thank you for your trust. If not, it would be our pleasure to serve your imaging needs. Have a healthy and happy New Year! ❖

### **Weinstein Imaging Associates**

5500 Corporate Drive

Pittsburgh, PA 15237

412-630-2649

Web: [weinsteinimaging.com](http://weinsteinimaging.com)

*The information in First Person advertisements is the responsibility of the advertiser.*