



BREAST CANCER: MRI CAN HELP IN DETECTION AND TREATMENT... PARTICULARLY FOR HIGH-RISK PATIENTS.

■ ■ ■ FDA-approved since 1991 as a supplement to mammography in the detection of breast cancer, Breast MRI has recently been found to have greater sensitivity than mammography for certain high-risk patients. Because of this added sensitivity, and because of MRI's fundamental differences from X-ray mammography, Breast MRI is emerging as a new and important weapon in the fight against breast cancer.

STUDIES DEMONSTRATE MRI'S USEFULNESS.

In 2001, *The Journal of the National Cancer Institute* published a study which found that Breast MRI was superior to mammography in detecting breast cancer in young women at high risk for the disease. More recently, studies published in the July 29, 2004 issue of *The New England Journal of Medicine* and the September 15, 2004 issue of *The Journal of the American Medical Association* found that MRI appears to be more sensitive than mammography in detecting tumors in women with an inherited susceptibility to breast cancer. (It should be noted, however, that these studies also showed that Breast MRI had a relatively high rate of false positives.)

BREAST MRI SEES TISSUE DIFFERENTLY.

Breast MRI is effective in detecting breast abnormalities because of its fundamental differences from X-ray mammography. In addition to avoiding radiation exposure and uncomfortable compression, Breast MRI produces hundreds of images of the breast from multiple angles rather than just several images from few angles. And unlike mammography, MRI can produce images of breast implants — and tissue that can be obscured by them — on X-rays.

A key difference is MRI's ability to view blood flow. Because malignancies grow their own blood-supply network, blood-vessel

density is a characteristic of cancer. Breast MRI's contrast agent "lights up" a tumor by highlighting its blood-vessel network, which mammography and ultrasound are less able to detect.

SUPPORTING INFORMED AND SUCCESSFUL TREATMENT.

Breast MRI helps determine if breast cancer has spread into the chest wall, in which case chemotherapy may need to precede surgical treatment. While mammography and ultrasound usually reveal breast cancer in just one area, NEW MRI's Breast MRI can show multifocal cancers, where small tumors are present in several areas in the breast. Also, in a technique we introduced to the region, our radiologists use MRI-guided needle localization to pinpoint areas for precise surgical treatment.

While Breast MRI is not yet a first-line screening method for breast cancer, it has been proven useful in studying the behavior of tumors, in selecting proper treatments and in detecting lesions that mammography and ultrasound can miss. At Northeast Wisconsin MRI Center, we're at the forefront of this proven new modality, because we're focused on winning the fight.



One focus. One choice.

(800) 353-4674

Local: (920) 431-7120 • Fax: (920) 431-7134

NE WISCONSIN MRI CENTER - WEST

Philips Panorama 1.0T Open Scanner

1241 Lombardi Access Road, Green Bay, WI 54304

NE WISCONSIN MRI CENTER - EAST

Philips 1.5T Traditional Scanner

BUSINESS OFFICE

2141 Lime Kiln Road, Green Bay, WI 54311

www.NEWmri.com

*Accredited by the American College of Radiology
Providers for most insurance carriers. Please call for details.*

ONE MISSION

At Northeast Wisconsin MRI Center, our sole objective is to promote optimal health by doing all we can to enhance the quality of healthcare in and around Green Bay. **Simply put, our mission is to help patients get the most informed, most appropriate treatment possible through the diagnostic medium of magnetic resonance imaging (MRI).** This has been our purpose since we were founded in 1987, and it drives every decision we make.

ONE FOCUS

To provide the most appropriate care, an accurate diagnosis is essential. That's why **we are solely and completely dedicated to MRI.** It is our sole focus, because it's too important and too complex to be treated as "just another test." As a result, we've become known as "**the MRI specialists.**" We were the first to do MRI scans in the region, and we were the *only* local source for MRI for decades. We remain the preeminent provider of MRI services in the region.

ONE CHOICE

Whom you choose to rely on for MRI is as important as the accuracy of your diagnosis. Good health depends on quality healthcare. Quality healthcare requires diagnostic excellence at all levels.

You have a choice. That's why we've worked hard to be the preferred MRI resource for so many doctors, patients and insurance carriers. Today, we are proud of our reputation for accuracy, consistency and unsurpassed service. We will continue setting the standard for MRI in the region.

WATCH US GROW

THE REGION'S FIRST, MOST CAPABLE & MOST TRUSTED MRI PROVIDER:

- Only ACR-accredited MRI site in the Green Bay area
- State-of-the-art technologies
- Complete range of MRI studies
- Results in as little as 24 hours... or faster
- Board-certified radiologists on site
- ARRT-certified MRI technologists
- Every exam protocol individually designed

LEADING THE WAY IN SERVICE EXCELLENCE:

- Providers for most major insurance carriers; call us for details.
- Same-day appointments & rush availability
- Extended hours
- Insurance pre-authorization & verification of benefits
- The region's lowest-cost full-service MRI provider
- Robust Quality Assurance program
- Every exam digitally archived since 1996



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