

EMORY RadReport

It's what's on the inside that counts!

November, 2007

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An Emory First

For the first time in Emory History, the Radiology Department will be participating in the Technical Exhibit hall at the annual gathering of the Radiological Society of North America (RSNA), in Chicago.



The RSNA 2007 Booth Team: Chuck Powell, Laura Padgett, Willie Arnold, Nommo Combs, Greg Pennington, Amy Comeau, Monica Salama, Chrystal Barnes and Bob Slater (Missing from Photo)

The RSNA Booth Team has been diligently working on the details of the booth for almost a year. Each member has contributed in some way to the marketing, sales, promotional, recruitment, structure and technical aspects of the booth. This collaborative effort will come to its full realization on November 25, when the Exhibit hall opens.

In addition to the sales aspect of the booth, this space will allow attendees to meet with potential recruits, catch up with colleagues, and view the debut of the Emory Radiology video. If you know of someone attending RSNA this year, let them know that they can visit the Emory Healthcare booth located in the South Building – Hall A, booth 5175.

For those interested in the details of our booth, there will be an informational session on November 15, at 8:30 a.m., in the EUH-Annex: Room NI20. If you are attending RSNA, this a great opportunity to gain the tools to answer questions you, or others, may have.

- Monica Salama
Communication Specialist

Space to Grow

The finance team, located at Decatur Plaza, will be relocating to a new workspace that is more than double their current square footage.

Currently located on the sixth floor of the Decatur Plaza building, the radiology finance team, totalling 26 members, operates within 1500 square feet of space. The majority of the space is utilized with shared cubical space. While these close quarters have generated camaraderie among the team, they are ready to move to the more spacious location.



Workspace of the finance team currently incorporates up to four people in the same cubical area.

On November 12, the team will move into 4000 square feet of a newly renovated space on the first floor of the Decatur Plaza building.

Excitement is running high, as the team prepares for their move. This improvement in space will streamline the work flow of the finance department and enhance their ever growing success.

- Monica Salama
Communication Specialist

RSNA is the largest medical gathering in the world, attracting those who are influencing the advancement of radiology on a global scale. Each year this event attracts over 30,000 radiology professionals from more than 100 countries. Emory continues to be strongly represented through our radiologists and scientists who contribute to the educational exhibits, lead various courses, and also attend the programs that are offered during this stimulating week.

(For a complete 2007 Emory listing see page 6.) This year Emory will also be represented in the area dedicated to Technical Exhibits.

The Emory booth will be featuring Night and Day Teleradiology services, offering our sub-specialty expertise to facilities in need of diagnostic radiology support. A dedicated team will be at the booth to promote the services of Night and Day, as well as facilitate recruitment opportunities. Various radiologists will be present periodically to represent Emory on the exhibit floor of RSNA.



Emory Radiology will be represented for the first time in Technical Exhibit area of RSNA this November.

Letter from the Chair

Dear Colleagues,

This first week of November we honor that most vital segment of our department, our technologists, as part of National Radiologic Technology Week. We are indeed fortunate to work in a rich environment that includes both a superb training program in Medical Imaging, where radiologic technology students work and learn in our various facilities, and highly experienced interdependent teams of specialized technologists that form the foundation of our patient care services. The

Rad Tech Week festivities will appropriately span the week, but it is important that our wonderful technologists know that we appreciate them and their dedication to excellence every day of the year.

It's hard to believe that it is time for RSNA once again. It looks like our record-breaking 2006 showing in the cavernous halls of McCormick Place will be matched by this year's diversity and volume of oral and poster presentations, refresher courses, and

exhibits involving Emory faculty. Kudos to all! And, for the first time, Emory Healthcare will sponsor an RSNA booth in order for Emory Radiology to showcase our accomplishments, offer teleradiology services, and to support a central area for recruitment activities. On Monday, November 26, we will reunite with Emory Radiology alumni for a reception at the Chicago Downtown Marriott.

Our EUH renovation continues....Thanks to all



for bearing up through this period of transition. It will be worth it in the end as we enhance our facilities and make them increasingly conducive to achieving our goal of achieving the ideal patient experience.

Best to all,

Carolyn C. Meltzer, MD, FACR
Chair of Radiology

AWARDS & RECOGNITION

Roderic Pettigrew, PhD, MD

Director, National Institute of Bioengineering and Biomedical Imaging (NIBIB)

Institute of Medicine

Dr. Pettigrew recently has been elected as a member of the Institute of Medicine. Established in 1970 by the National Academy of Sciences, the Institute has become recognized as a national resource for independent, scientifically informed analysis and recommendations on human health issues. With their election, members make a commitment to devote a significant amount of volunteer time as members of IOM committees, which engage in a broad range of studies on health policy issues.

Dr. Pettigrew, who previously directed MR Research in our department, is currently on leave as founding Director of NIBIB.

Ellen D'Orsi, RT(R)(M)

Manager of Research in Breast Imaging

ACRIN Committee Appointment

Ellen D'Orsi was recently appointed as a member of the American College of Radiology Imaging Network (ACRIN) Research Associates Committee. This branch of ACR is dedicated to research that will develop clinical trials of diagnostic imaging and image-guided therapeutic technologies to generate information that will lengthen and improve the quality of the lives of cancer patients.

1525 Radiology/Breast Imaging and MOT Radiology

CT Technologist, Emory Crawford Long Hospital

Press Ganey Goals Achieved

The Press Ganey Patient Satisfaction Goals have been achieved by 1525 Breast Imaging, 1525 Radiology and Radiology in the Medical Office Tower (MOT) of Crawford Long Hospital.



The team at the MOT takes a moment to celebrate their Press Ganey Achievement.

Out of 67 reporting areas, 1525 Radiology was one of ten that met the goals set for *Helpfulness on the Phone* and *Information about Waits and Delays*. MOT also achieved the goal of information about waits and delays and is recognized as one of 26 areas that met one Press Ganey Goal for FY07.

Robert Glendenning, RT

Radiologic Technical Clinician

CT Certification

Robert has earned his CT Certification from the American Registry of Radiologic Technologists (ARRT).

CONSTRUCTION UPDATE

From the Ground Up

For those of you at Emory University Hospital (EUH) who were wondering when you would start seeing (and hearing) the long awaited construction projects in Radiology, the wait is over. The whine of drills and the banging of hammers heard during the completion of the new MR Research area, Interventional services inventory area, and the temporary offices for the Abdominal medical staff will continue to move through the Radiology department.

The MR Research and Interventional Inventory areas, located at ground level, are now 98% complete and staff is beginning to move in. Eric Jablonowski, Multimedia Director, has moved into his new office, Rm AG3 I, within the MRI Research area. IVR and NIVR supplies will be moved to the new inventory area the weekend of November 17. The inventory room is to be equipped with a proximity card reader lock, requiring badge access to enter the room. The cubicles for the MR Research



The new MR Research space includes a common area, with multimedia area storage space.

area are to be delivered and assembled November 14 and 15. Dr. Oshinski is planning the move from the current area to follow the installation of the cubicles in the new area.

Dr. Small and Dr. Mittal, as well as Virginia Harrow, moved from their offices in A141 to their new temporary quarters in A125/127, the former offices of the chair. The move took place in one day, thanks to the cooperation, planning and coordinating of all involved.



Virginia Harrow is getting settled in the current location of the Abdominal Offices.

The construction activities you will notice this month are in continued preparation for the move of the MRI units to the first floor. Office moves of staff should occur the week of November 12, allowing the space they vacate to be built out as the new File Room. Demolition and construction for the new File Room will begin the week of November 19.

Discussions are taking place to temporarily move the Abdominal reading room to the former IVR Room 16 (A149) from their current location, Rm A138. This transitional move would allow the construction of the new MRI space to be completed approximately three months earlier. This advantage would be gained by beginning the demolition of the current reading room in November, instead of waiting until February for the permanent Abdominal reading room to be ready.

These are the major construction activities for November. The latest plans will be posted in the department, near the Neuro reading room.

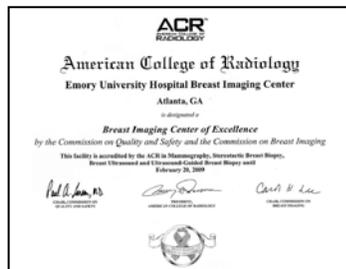
We also have started the Certificate Of Need (CON) process for the PPCA move, which will make way for the renovation and installation of a new IVR suite. The CON process is likely to be complete by the beginning of December, allowing construction activities related to this move to begin in April 2008.

- Dale Walker
Director, Imaging Services

Breast Imaging Center

American College of Radiology Center of Excellence

The Breast Imaging Center has been designated a Breast Imaging Center of Excellence by the American College of Radiology. This designation signifies that our Division of Breast Imaging has received accreditation in all areas of mammography; stereotactic breast biopsy, breast ultrasound and ultrasound-guided breast biopsy. According to Dr. Carl D'Orsi, Director of Breast Imaging, approximately 10% of mammography facilities throughout the United States have received this designation and award. Needless to say, Breast Imaging is very proud of this accomplishment.



- Rochelle Lee
Breast Imaging, Administrative Assistant

RSNA 2007

Emory at RSNA

Each year Emory is strongly represented at the Radiological Society of North America (RSNA). Residents, fellows and faculty continue this tradition through their involvement in Educational Exhibits, Scientific Papers and Course presentations at the 93rd Annual Scientific Meeting.

The conference will be held the week following the Thanksgiving Holiday, November 25 - 30.

Please take a moment to recognize those who, through hard work and dedication, have been invited to share their knowledge as experts of radiology.

ANNUAL EMORY RADIOLOGY ALUMNI RECEPTION

All radiology professionals who have been touched by Emory during their career are invited to attend the Alumni Reception in Chicago, during the week of RSNA.

Monday, November 26, 2007
6:30 p.m.-8:30 p.m.

Chicago Ballroom Salon ABC
Chicago Marriott Downtown
540 North Michigan Avenue
Chicago, Illinois 60611

Please RSVP to Laura Padgett:
Laura.Padgett@emoryhealthcare.org
or 404.712.5497

Educational Exhibits

| Title | Presenter(s) |
|--|--|
| Adrenal Masses: An Interactive Teaching File | Matthew Hartman, MD ~ Pardeep Mittal, MD, David Hartman, MD |
| The Cardiac Cycle and 3D Motion of the Coronary Arteries: Impact on Coronary CTA | Stefan Tigges MD, MSCR ~ Gopi Sireneni MD, Kevin Johnson PhD, John Oshinski PhD, Arthur Stillman MD, PhD |
| Computer-aided Teaching File Tool for BI-RADS® Training and Education | Michael Galperin, PhD ~ Barry Goldber, MD, Carl D'Orsi, MD, Haydee Ojeda-Fournier, MD, Christopher Merritt, MD, Michael Andre, PhD |
| Distinguishing Adrenal Adenoma from Nonadenomas: Imaging Update | Jianhni Li ~ Unni Udayasankar, MD, FRCR, William Small, MD, PhD |
| Dual-Source CT at Abdomen: Technique, Protocol, Radiation, and Image Quality | Jianhni Li ~ Unni Udayasankar, MD, FRCR, William Small, MD, PhD |
| Effect of Patient Size Compensated Automatic Exposure Control Technique on Optimization of Radiation Exposure in Abdominal MDCT | Jianhni Li ~ William Small, MD, PhD, Thomas Toth, Unni Udayasankar, MD, FRCR |
| Failed Endoscopic Sinus Surgery (ESS) in the Frontal Recess: Spectrum of CT Imaging Findings | Benjamin Huang, MD ~ Patricia Hudgins, MD, Kristen Lloyd, MD, John DelGaudion, MD |
| Imaging Manifestations of Scleroderma | Emma Ferguson, MD ~ Eugene Berkowitz, MD, Sandra Oldham, MD |
| Imaging Spectrum of Lipid-containing Lesions of the Liver | Unni Udayasankar, MD, FRCR ~ Diego Martin, MD, PhD, Pardeep Mittal, MD, William Small, MD, PhD |
| Life Support and Monitoring Devices of the Chest: An Interactive Teaching File | Christine Policare, MD ~ David Hartman, MD, Nicholas Otto, MD |
| Mesenteric Vascular Diseases: Value of MDCT and MRI | Jianhni Li ~ Unni Udayasankar, MD, FRCR, William Small, MD, PhD |
| Image Interpretation Session Exhibit | C. Daniel Johnson, MD, Lane Donnelly, MD, Jud Gurney, MD, Patricia Hudgins, MD, Rodney Reznick, MBChB, Mark Schweitzer, MD |
| Imaging Manifestations of Scleroderma | Emma Ferguson, MD ~ Eugene Berkowitz, MD, Sandra Oldham, MD |
| Name That Line: Distinguishing the Various "Thin White Lines" on Computed Tomography of the Lungs | Emma Ferguson, MD ~ Eugene Berkowitz, MD, Sandra Oldham, MD |
| Percutaneous Radiofrequency Ablation of Hepatic Masses Adjacent to Dome of the Diaphragm | Jianhni Li ~ Unni Udayasankar, MD, FRCR, William Torres, MD, William Small, MD, PhD |
| Postoperative Imaging of the Urinary Tract: What Should I Look For? | Unni Udayasankar, MD, FRCR ~ Deborah Baumgarten, MD, PhD, William Small, MD, PhD, William Torres, MD |
| Role of Imaging in Laparoscopic Surgery | Sunit Sebastian, MD ~ Abbas Chamsuddin, MD, William Small, MD, PhD, William Torres, MD, David Kooby, MD |
| Role of State of the Art Interactive 3D Imaging as a Modern Tool for Anatomic Education of Medical Students: A Posse Ad Esse (From Possibility to Actuality) | Sunit Sebastian, MD ~ Alex Lewis, BS, William Casarella, MD, Kyle Peterson, PhD, William Small, MD, PhD, Mark Mullins, MD, PhD |
| Sinus CT: Not just axial and coronal images anymore! Using sagittal images to evaluate the frontal recess | Kristen M. Lloyd, MD ~ Patricia Hudgins, MD, Benjamin Huang, MD, John DelGaudion, MD |

RSNA Courses

| Time | Location | Type | Title | Presenter(s) |
|---------------|--------------------|-------------------|---|--|
| 10:45 - 12:15 | S502AB | Scientific Papers | Cardiac (CT) | Arthur Stillman, MD, PhD, Marc Dewey, MD |
| 2:00 - 3:30 | S406B | Refresher Course | Cardiac MR Imaging: From Physics to Protocols | John N. Oshinski, PhD and James Carr MD |
| 4:00 - 5:45 | Arie Crown Theater | Plenary Session | Image Interpretation Session | C. Daniel Johnson, MD, Lane Donnelly, MD, Jud Gurney, MD, Patricia Hudgins, MD, Rodney Reznick, MBChB, Mark Schweitzer, MD |

RSNA 2007

Monday

| Time | Location | Type | Title | Presenter(s) |
|---------------|--------------------------|---------------------|--|---|
| 8:30 - 10:00 | E451A | Refresher Course | Neurodegenerative Diseases: Parkinson Disease and Alzheimer Disease | Micheal Phillips, MD, Jeffrey Petrella, MD, Carolyn Meltzer, MD |
| 11:10 - 11:20 | E450A | Scientific Paper | Diagnostic Accuracy of Gadolinium-enhanced MRI for the Detection of Hepatocellular Carcinoma Prior to Liver Transplantation | Thomas Lauenstein, MD Khalil Salman, MD, Roger Morreira, Thomas Hoffron, MD, James Spivey, Puneet Sharma, PhD |
| 12:15 - 1:15 | Lakeside Learning Center | Scientific Poster | An Evaluation of the Predictive Value of Immediate Post-treatment PET/CT Scans in Pediatrics Lymphomas | Hongyun Zhu, MD Abstract Co-Authors: Raghuvver Halkar, MD |
| 1:30 - 3:05 | S406A | Multisession Course | Cardiac CT Mentored Case Review: Part III | Arthur Stillman, MD, PhD, Robert Steiner, MD |
| 3:00 - 4:00 | S504ABC | Scientific Session | Cardiac (Multimodality) | Arthur Stillman, MD, PhD, Melvin Clouse, MD |
| 3:00 - 4:00 | E352 | Scientific Session | Genitourinary (Upper Tract MR) | Deborah Baumgarten, MD, MPH, Zafar Jafri, MD |
| 3:00 - 4:00 | N226 | Scientific Session | Neuroradiology/Head and Neck (Brain: Degenerative/Metabolic) | Jonathan Lewin, MD & Carolyn Meltzer, MD |
| 3:10 - 3:20 | E450A | Scientific Paper | Role of Spectral Presaturation Attenuated Inversion-Recovery (SPAIR) T2 Fat-suppressed MR Imaging in Active Inflammatory Bowel Disease | Unni Udayasankar, MD, FRCR Thomas Lauenstein, MD, Diego Martin, MD, PhD |
| 3:30 - 6:00 | S406A | Multisession Course | Cardiac CT Mentored Case Review: Part IV | Arthur Stillman, MD, PhD, Gautham Reddy, MD |
| 3:40 - 3:50 | E353B | Scientific Paper | Effect of Tube Potential on CT Histogram Analysis of Adrenal Masses | Unni Udayasankar, MD, FRCR Jianhai Li, Jonathon Nye, PhD, William Small, MD, PhD |

Tuesday

| Time | Location | Type | Title | Presenter(s) |
|---------------|--------------------|----------------------|---|--|
| 9:10 - 9:20 | S402AB | Scientific Papers | Reader Performance for Detection and Characterization of Liver Lesions Using Near Isotropic Coronal MPR Reformats with 16 and 64 Slice MDCT | Alex Lewis, BS Sunit Sebastian, MD, David Kooby, MD, William Torres, MD, William Small, MD, PhD |
| 10:30 - Noon | Arie Crown Theater | Scientific Papers | ISP: Breast Imaging (Digital Mammography) Panel Discussion | Carl D'Orsi, MD, R. Hendrick, PhD |
| 11:00 - 11:10 | Arie Crown Theater | Scientific Papers | Improved Accuracy of Lesion Detection in Breast Cancer Screening with Stereoscopic Digital Mammography | David Getty, PhD Carl D'Orsi, MD, Ronald Pickett, PhD, Mary Newell, MD, Kathleen Gundry, MD, Stephanie Roberson, MD |
| 11:10 - 11:20 | E450A | Scientific Papers | Diagnostic Accuracy of Gadolinium-enhanced MRI for the Detection of Hepatocellular Carcinoma Prior to Liver Transplantation | Thomas Lauenstein, MD Khalil Salman, MD, Roger Morreira, Thomas Heffron, MD, James Spivey, Puneet Sharma, PhD, Diego Martin, MD, PhD |
| 11:40 - Noon | S402AB | Multisession Courses | MR Imaging at 3.0 T " | Diego Martin, MD, PhD |
| 3:00 - 4:00 | N228 | Scientific Paper | Neuroradiology/Head and Neck (Sinuses and Temporal Bones) | Patricia Hudgins, MD |
| 4:30 - 6:00 | N228 | Refresher Course | Categorical Course in Diagnostic Radiology: Clinical PET and PET/CT Imaging—Abdominopelvic PET/CT and the Medicare PET Registry Colon and Abdominal Cancers | David Schuster, MD |

Wednesday

| Time | Location | Type | Title | Presenter(s) |
|---------------|----------|------------------|--|--|
| 8:30 - 10:00 | E450B | Refresher Course | Temporal Bone: A Practical Approach to Common Problems Work-up of Pulsatile Tinnitus | Patricia Hudgins, MD |
| 10:50 - 11:00 | E450A | Scientific Paper | Grading of Liver Fibrosis and Acute Hepatic Inflammation: Correlation of Gadolinium-enhanced MRI with Histopathology | Thomas Lauenstein, MD Khalil Salman, MD, Puneet Sharma, PhD, Roger Morreira, Dana Tudorascu, MS, Diego Martin, MD, PhD |
| 11:10 - 11:20 | E451B | Scientific Paper | Primary 2D versus Primary 3D Polyp Detection at Screening CT Colonography | Andrew Lee, MD Perry Pickhardt, MD, Andrew Taylor, MD, Thomas Winter, MD, Louis Hinshaw, MD, David Kim, MD |
| 11:50 - Noon | E353C | Scientific Paper | Adrenal Lesions on 18FDG-PET/CT in Patients with Known or Suspected Lung Cancer: An Efficient Diagnostic Algorithm | Matthew Brady, MD John thomas, MBBS, Terence Wong, MD, Kendra Franklin, MD, Lisa Ho, MD, Erik Paulson, MD |

Thursday

| Time | Location | Type | Title | Presenter(s) |
|--------------|--------------------------|-------------------|---|--|
| 8:30 - 10:00 | E253CD | Refresher Course | Innovations and Advances in Medical Imaging Technology - Innovations and Advances in Radionuclide Imaging Technology PET and PET/CT | John Votaw, PhD |
| 8:30 - 10:00 | E264 | Refresher Course | Ultrasound-guided Interventional Breast Procedures (Hands-on Workshop) | Carl D'Orsi, MD, Elsie Levin, MD, Rachel Brem, MD, W. Phil Evans, MD, Michele Miles, MD, Liane Philpotts, MD, Etta Pisano, MD, William Poller, MD, Elizabeth Rafferty, MD, Joseph Spigel, MD |
| 8:30 - 10:00 | E450B | Refresher Course | Work-up of Pulsatile Tinnitus | Patricia A. Hudgins, MD |
| 10:30 - Noon | E353C | Scientific Paper | Nuclear Medicine (Cardiovascular) | Jack Ziffer, MD, PhD, William Fajman, MD |
| 11:50 - Noon | N229 | Scientific Paper | Low Dose Non-enhanced Head CT Protocol for Follow-Up Evaluation of Children with Ventriculo-Peritoneal Shunt: Effect on Image Quality and Radiation Dose | Unni Udayasankar, MD, FRCR Kjery Braithwaite, MD, Mairoula Arvaniti, MD, William Small, MD, PhD, Susan Palasis, MD |
| 11:50 - Noon | E350 | Scientific Paper | Using in Vivo Magnetic Resonance Imaging to Evaluate Real-Time Wall Shear Stress in the Aortas of Mice, with Potential Applications for Monitoring/Predicting Abdominal Aortic Aneurysms or Atherosclerosis | Smbat Amirbekian, BS Robert Long, Jin Suo, Nick Willett, W. Robert Taylor, John N. Oshinski, PhD, Don P. Giddens |
| 12:15 - 1:15 | Lakeside Learning Center | Scientific Poster | Optimization of Acquisition Geometry in Digital Tomosynthesis Imaging of the Breast | Ioannis Sechopoulos, PhD Sankararaman Suryanarayan, PhD, Srinivasan Vedantham, PhD, Carl D'Orsi, MD, Andrew Karellas, PhD |

Friday

| Time | Location | Type | Title | Presenter(s) |
|--------------|----------|-------------------|---|---|
| 8:30 - 10:00 | E261 | Refresher Course | Body MR Imaging: Current Practice and Future Horizons (How-to Workshop) | Richard Semelka, MD, Diego Martin, MD, Shahid Hussain, MD, Numan Balci, MD |
| 10:30 - Noon | E352 | Scientific Papers | Nuclear Medicine (Endocrine and Neuroendocrine Imaging) | William Spies, MD, Raghuvver Halkar, MD |
| 10:30 - Noon | E352 | Scientific Papers | Gastrointestinal (Liver MR: Miscellaneous) | Ernest Rummeny, MD, Diego Martin, MD, PhD |

NEW GRANTS

18F-FACBC PET-CT for the Detection and Staging of Recurrent Prostate Carcinoma

Principal Investigator:
David Schuster, MD

Co-Investigators:
Dubois Bowman, PhD
Mark Goodman, PhD
Roughveer Halkar, MD
Viraj Master, MD

Peter Nieh, MD
Jonathan Nye, PhD
John Votaw, PhD

Mutta Issa, MD, FACS
Andrew Young, MD, PhD
Carlos Moreno, PhD

Funding Organization: National Institutes of Health (R01)

Significance: The general objective of this research is to determine if PET imaging with anti-[18F]FACBC will lead to improved patient care in the diagnosis and staging of prostate cancer and to elucidate the mechanism of its

uptake within malignant cells. The specific hypothesis behind this project is that anti-[18F]FACBC PET-CT will detect more local and extraprostatic recurrence than standard conventional imaging, especially compared with [111 I] Indium-capromab-pendetide (ProstaScint).

STRIVING FOR EXCELLENCE

Make Your Mark

Remember your first day of school or at a new job? Despite the amount of time that has passed, chances are something still sticks out in your mind about that school or job. First impressions mean a lot and in our business, they often set the tone for a patient's visit and future perceptions.

Make that first impression count; it has a major impact on our organization, department, and each section. The patient will remember his/her first impression and this impression can develop into long-term perceptions. It takes a few seconds for someone to form their first impression, either on the phone or in person.

How many times have you come across a patient trying to get to an appointment or a family member attempting to locate a patient? How about when you answer the phone

to find the person on the other end doesn't want radiology, but needs to get lab results or a physician's office? On a daily basis patients, family members and visitors need help, and when assisted the person in need appreciates the effort. It makes a lasting impression! I can't tell you the number of times I've received a phone call or note to let me know how a member of the staff went out of their way to ensure a patient got to their next appointment. Let's face it, being in a strange place can be confusing and getting a little help can make all the difference.

We represent Emory to all patients who come into the system. Always address a patient by their name, look them in the eye and make them feel like they are the only patient that matters to you. When answering the phone, do so in a pleasant tone. This lets the patient know that you care.

Nothing works better than having and expressing a positive attitude. Let your enthusiasm for being part of the team and organization show to everyone you interact with.

In our hectic environment, one of the hardest skills is to listen. Patients crave our attention; be attentive and focus on their needs. Too often we are in a hurry, which can give the patients the perception that they are not getting the time they deserve.

You have just a few seconds to make a good first impression so it's worth giving each new encounter your best shot. A good first impression can turn into a lasting impression!



- Jane Vitali, BSRT, RT (R)(CV)
Assistant Director of
TEC Imaging Services

HIPAA Question of the Month

Does someone from the Office of Compliance ever do "undercover" reviews to see if there are any privacy violations in a department/section?

Yes, we actually do! Throughout the year our office staff anonymously goes to different departments/sections at different locations and do, what we call, HIPAA Privacy Reviews.

We all need to work together to ensure our patients information stays secured and confidential! I strongly recommend that each department/section do a department specific Privacy Review at least once or twice a year.

To review the Gates and Moore walk through check list created for Emory Healthcare, go to:
http://www.eushc.org/departments/compliance/HIPAA/Gates%2C_Moore_Privacy_Manual_.doc

-- Office of Compliance Programs, Newsletter, September

GET INVOLVED

Education on Location

MRI Supervisor, Bobbie Burrow, recently represented Emory Radiology with presentations at two national conferences.

In August, Bobbie led a course describing the uses and techniques of *Abdominal Imaging at 3T* during the John Koveleski Memorial Regional Educational Seminar at Penn State Milton S. Hershey Medical Center. This was one of three seminars offered by the organization the Section for Magnetic Resonance Technologists (SMRT) during the fall quarter.

In October, she traveled to Daytona Beach, Florida to share her knowledge about *Standard MR of the Abdomen & Pelvis*. This presentation took place at the MR Clinical Imaging Symposia for RT's, provided by Northwest Imaging Forums. This was a three-day program designed as a refresher course for technologists, as well as an introduction for those relatively new to these technologies. Dr. Stefan Tigges and Dr. Deborah Baumgarten also presented at this meeting, contributing information concerning *Cardiac CT Imaging: Current Status & Case Studies* and *Using IV Contrast: Practical Advice*.

Bobbie gives thanks to Dr. Diego Martin for making this possible because of his expertise in MRI Body Imaging, which includes whole body imaging, kidney perfusion and large and small bowel imaging. Emory continues to be on the forefront with these new imaging techniques.

Radiologic Technology Week

Emory Healthcare will be honoring and recognizing our Technologists during National Radiology Technologist Week, Nov. 4 - 10. On the EUH campus Krispy Kreme Cakes were distributed in all areas on Monday. Lunch was provided on Thursday by The Institute of Allied Professionals and Hologic. On Friday we will celebrate with our Fall Festival, sponsored by the Department of Radiology. Each member of the technologist staff will receive a polo shirt along with other fun giveaways throughout the week.

It's Worth a Shot

Each year the Radiology Department strives to achieve 100% participation in the Flu Shot campaign. Not only will you be creating a safer environment for our patients, you will also improve your personal health.

It is definitely worth a shot to prevent influenza, and it is not too late to get your shot.

To find the location that best suits your schedule, visit:
http://www.eushc.org/departments/humanresources/HealthComp/Flu_2007-2008.html

Emory Radiology in New Orleans

- Dr. Diego Martin and Dr. Abbas Chamsuddin represented Emory as the only two radiologists invited to speak at the 93rd Annual Clinical Congress of the American College of Surgeons this October in New Orleans. This five-day assembly was designed to advance the ongoing quest to achieve the best clinical outcomes for patients.
- Dr. Martin shared his expertise in MRI of liver metastasis and Dr. Chamsuddin spoke about percutaneous treatment of liver metastasis.

Radiology Holiday Party

You and a guest are invited to attend the department-wide Radiology Holiday Party to celebrate a successful year of accomplishments. Formal invitations will be received mid-November. If you would like to RSVP ahead of time, please contact Laura Padgett.

December 14

6:00 p.m.

Callanwolde Fine Arts Center
 980 Briarcliff Rd NE
 Atlanta, GA 30306

Please RSVP to Laura Padgett:
Laura.Padgett@emoryhealthcare.org or 404.712.5497

Radiology Grand Rounds

November 2007

Wednesdays 7:30 - 8:15 a.m.
 Emory University Hospital Auditorium

11/7/07 Konstantions Arfanakis, PhD
 Emory University
Investigating the Medial Temporal Lobe in Alzheimer's Disease and Mild Cognitive Impairment, with Turboprop Diffusion Tensor Imaging, MRI-volumetry, and T2-relaxometry

11/14/07 William Torres, MD
 Emory University
The Case for Quality

11/21/07 ~ No Lecture ~ Holiday

11/28/07 ~ No Lecture ~ Due to RSNA

Arrive at 7 am for a Complimentary Breakfast

 EMORY UNIVERSITY

NEW FACES & APPOINTMENTS



Sonya Alyea, MS

Nurse Practitioner

Sonya Alyea began her career with Emory in 1998 at the Emory Campus. She has spent the last year and a half doing research in the Division of Interventional Radiology and has recently returned to clinical duties at the Crawford Long campus. Sonya is also a member of AANP, ARNA and UAPRN.



Linda Earl

Patient Services Associate

Linda Earl has worked within the Emory system for nearly five years and will now be using her experience at Crawford Long location of The Emory Clinic. She has also held the positions of Lab Support Services Tech IV and Patient Care Assistant.



David Gallant

Transport Attendant

David Gallant has joined the radiology team at Emory University Hospital as a Transportation Attendant. Formerly David was a special education teacher and is now focusing on nursing and radiology. He is also a youth leader at his local church.



Pamela Graves, RT

Radiology CT Technologist

Pamela Graves will be applying her CT skills at Emory University Hospital. She formerly worked with the team at the Doctors Hospital of Augusta. Pamela received her education from Steven Brown Radiology School.



Callen Hall

Sonographer

Callen Hall, has joined The Emory Clinic after gaining her experience at Grady Memorial Hospital. She focused on X-Ray and Ultrasound while completing her education at Grady Health System and graduated in 1997.



Tanisha Pritchett

Ultrasound

Tanisha Pritchett has relocated to the Emory University Hospital from Emory Johns creek with 5-years of ultrasound experience. She is currently advancing her ultrasound education by pursuing a RDMS.



Neyra Skipper-Davidson

Sonographer

After filling in when needed as a PRN at Crawford Long Hospital for almost 10 years, Neyra Skipper-Davidson accepted a part-time position at the Crawford Long location of The Emory Clinic. She is also working towards a journalism degree.



Kevin Smith

Sonographer

Kevin Smith has recently joined the ultrasound team at The Emory Clinic after graduating from Grady Health System. His previous experience includes, X-ray technician at Northside Hospital for a year and worked as student tech for one-year as well.



Richard Wright

Radiology Supervisor

Richard Wright brings 18-years of experience to Emory University Hospital. He is also member of American Registry of Radiologic Technologists (ARRT).

Look for a new issue of
the Rad Report
the first full week of December.