

April, 2007

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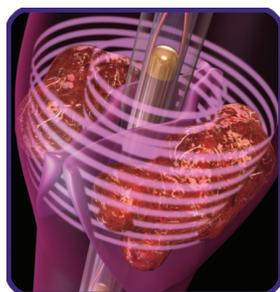
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Innovative Intervention

The innovative procedure known as Ultrasound Assisted Thrombolysis was successfully performed clinically for the first time in North America, at Emory last month. This procedure was executed by Dr. Chamsuddin to relieve a major system of clotting that filled the veins of the patient's leg, pelvis and inferior vena cava up to the heart.

Ultrasound Assisted Thrombolysis uses a catheter that houses an ultrasound wire which causes

fragmentation of the clot, while dripping clot busting medications. Emory is currently home to two of the machines that are used for this procedure, the Peripheral Infusion Systems by EKOS® EndoWave™. However, due to the extensive clotting within the patient, a third machine was delivered to enable simultaneous breakdown of the critical clot areas.



The severity of the patient's condition required the family to be prepared for kidney failure, loss of a limb, intubations and clarify the details of a living will. Working together each machine was designated to a localized area and would continue to slowly breakdown the massive clots within the venous system over a three day period. Throughout the process the patient underwent four procedures, after which 95% of the clot had been dispelled from the body.

Thanks to the cutting-edge expertise of Emory, the patient and his family will have more time to enjoy their close relationship. They were extremely impressed by the expertise, compassion and professionalism displayed during their stay at Emory University Hospital.

- Monica Johnson

Congratulations!

Dr. Carolyn Cidis Meltzer has been appointed as the Chair of Radiology, effective March 1, 2007. In conjunction with her current academic and clinical appointments, which include Associate Dean for Research and the William P. Timmie Professorship, Dr. Meltzer has served as the Interim Chair of Radiology.



Dr. Meltzer received her medical degree from The Johns Hopkins School of Medicine. She has been recognized repeatedly for her advances in the areas of neuroradiology and nuclear medicine, most recently in the March issue of RSNA News (page 12) for her study of late-life depression and Alzheimer's disease, and led the clinical evaluation of the world's first combined PET/CT scanner. Dr. Meltzer serves nationally on the Executive Committee of the American Society of Neuroradiology, and locally as Co-Chair of the Emory Information Technology Research Subcommittee and as a recently elected member of the Emory University Presidential Advisory Committee, just to name a few. She is well published and participates in editorial boards including PET Clinics of North America. Dr. Meltzer's wide range of experiences has created a diversified skill set that will serve the Emory Radiology Department well.

Dr. Meltzer's career is built on a strong foundation of educational enrichment, cutting-edge research and clinical advancements. Her previous experience in leadership roles such as PET Facility Medical Director, Chief of Neuroradiology and Vice Chairman of Research at the University of Pittsburgh and her most recent position as the Interim Chair of Radiology here at Emory, are evidence of her ability to confront the challenge of making Emory a Destination Radiology Department.

Letter from the Chair

Dear Colleagues,

It is my honor and privilege to serve this wonderful Department of Radiology as Chair. As we move forward with renewed resources and confidence, our collaborative spirit and momentum will help us to attain new heights. Together, we can achieve and maintain Emory Radiology's position as a Destination Department, nationally recognized for excellence in the delivery and quality of clinical care, novel research developments, and dedication to training the next generation of technologists, physicians, and scientists. Please share your

ideas and energy toward this over arching goal – they are always welcome.

March brought the stress and excitement of Match Day to senior medical students all over the country. It also brought us the good news that 14 talented candidates (of 655 applicants!) will be joining our Diagnostic Radiology Residency in July 2008. This highly competitive and difficult selection process is overseen by Drs. Bruce Baumgartner, Vice Chair for Education and Residency Program Director, and Mark Mullins, Associate

Residency Program Director; their efforts maintain our program as among the largest and most sought after in the country. Shortly, they will be joined by Tammi Teeters-McDade, our new Residency Program Coordinator, who has served in a similar role at the University of Pittsburgh over the past several years.

Reflective of the excitement and growth at Emory, we have had many renowned visitors to our department recently. Dr. Jorge Sotos gave the 2007 Clements Lecture at Grand Rounds last week. Other



recent visitors have included Evan Siegelman, MD, University of Pennsylvania, and on April 18th, well-known neuroradiologist Mauricio Castillo, MD will join us as the 2007 Cooper Lecturer.

It's Spring in Atlanta, and we are flourishing!

Carolyn Cidis Meltzer, MD
Chair of Radiology

Awards & Recognition

Carl D'Orsi, MD, FACR, Professor of Radiology, Director, Breast Imaging Center

2007 Executive Council Award Radiology (journal) Editor's Recognition Award with Special Distinction, 2006

Also the recipient of **The Marquis Who's Who Publications Board of Who's Who in America, Sixty-first Edition, 2007** - "inclusion in which is limited to those individuals who have demonstrated outstanding achievement in their own field of endeavor and who have, thereby, contributed significantly to the betterment of contemporary society."

James Fulmer
MRI Registration

James has earned his Registration from American Registry of Radiological Technologists (ARRT).

Unni Udayasankar, M.D., research fellow
2007 Executive Council Award

Dr. Unni Udayasankar's paper entitled "Impact of Fat-Suppressed Single Shot Fast Spin Echo T2 Weighted MR Imaging for the Assessment of Crohn's Disease Activity" has been awarded the 2007 Executive Council Award in the ARRS annual Residents in Radiology Awards competition. The amount of this award is \$1,000.

Stephanie Clement, Technologist
Mammography Certification

Issued by the American Registry of Radiologic Technologist. Stephanie has been an Emory Technologist since August 2005.

Beyond the Routine

Dr. Anthony Powell, a fourth-year resident, recently returned from Washington D.C. where he attended a fellowship that allows six residents each year direct exposure to the role the American College of Radiology (ACR) plays within the state and federal legislative and regulatory processes.

In addition to gaining legislative exposure to the work of the ACR, the J.T. Rutherford Government Relations Fellowship offers a global perspective of the dynamics that shape the way healthcare is delivered in this country. Dr. Powell, explained, "The experience allowed me to gain an appreciation of the many complicated forces that ultimately determine the legal, financial, and political environment in which our hospital and any future practice I join must function. I think you are in a position to better serve your patients, your colleagues, and your profession anytime you have a greater understanding of the forces which shape the current healthcare system."

During his week long experience, Dr. Powell particularly enjoyed the multiple excursions with the ACR government relations staff to Congress and various Washington D.C. social events. As he met with various Senators and Representatives to discuss issues such as the Deficit Reduction Act

legislation, this interactive education incorporated background information that he could not ascertain by reading a newspaper or watching television.

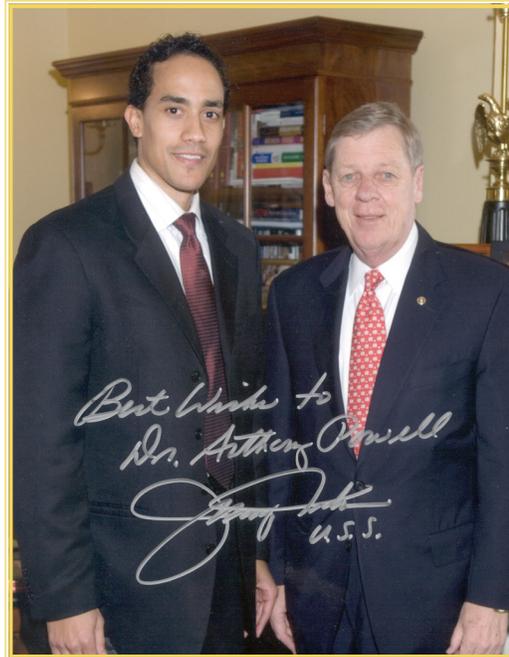
Dr. Powell has served as the Georgia Resident Representative at the ACR 2006 Annual Meeting and Chapter Leadership Conference in D.C. and also as an Emory resident representative to Georgia Radiological Society Board Meetings over the past year. He received his Medical Degree from Harvard Medical School and will begin a Body Imaging Fellowship at Stanford University this July.

In efforts to stimulate resident interest in financial, job related, legal, and political issues of radiology, a resident and fellows section for the Georgia Radiological Society has been initiated by Dr. Powell and a few of his fellow residents. This specialized section will help connect residents here at Emory to the well established, larger community of current residents around the country that will become their professional colleagues in years to come.

The J.T. Rutherford Government Relations Fellowship is highly recommended by Dr. Powell to other residents as a way to complement the residency training here at Emory.

For more information on how to apply visit: <http://rfs.acr.org/about/fellowships.htm>

- Monica Johnson



Dr. Anthony Powell with Johnny Isakson,
U.S. Senator from Georgia.

William B. Crymes Jr., M.S., M.D.

RSNA News

Dr. William B. Crymes Jr. has recently been recognized in the March issue of RSNA News for his study of the effects of after-hours attending-level coverage on the training of radiology residents. To view this article turn to page 9 of the March issue of RSNA News at <http://www.rsna.org/Publications/rsnanews/index.cfm>

NEW AND EXPANDED PROCEDURES

The Breast Imaging Center began using a second Hologic Selenia Digital Mammography Unit this week, evolving the 1525 location to completely digital and filmless. This up-to-date technology allows the images to be viewed from within the exam room permitting technologists to ensure that each image is within ACR guidelines. This advancement will have a positive effect on patient wait times.



The Cardiac Imaging Center up-grade will be completed this month with the installation of the nuclear camera, a Digirad Cardius 3 XPO Gamma Camera. This final addition will fulfill the remaining needs to achieve a well-rounded offering of services.

Crawford Long Hospital has completed the project of rejuvenating the CT fleet with the replacement of the 8 slice CT with a 64 slice CT. With that we are poised to deliver a wide portfolio of CT imaging services to better service our patient's needs.

Resident Arrivals

The results of the national residency matching process were revealed mid-March. The list below represents the talent that will join Emory in July of 2008. *Those marked with ** will begin in July 2007 as PGY1 in the Preliminary Radiology Program.*

Name	Medical School
**Chenevey, John	Emory University School of Medicine
**Gu, Liang (Sean)	Medical College of Georgia School of Medicine
Harrison, Chester (CJ)	Rush Medical College of Rush University Medical Center
Herr, Keith	State University of New York at Buffalo School of Medicine
**Kamireddi, Ajay	Duke University School of Medicine
**Lynn, Matthew	Emory University School of Medicine
**Mitchell, Bradford	Medical College of Georgia School of Medicine
**Parker, Elizabeth	Medical College of Georgia School of Medicine
Patel, Bhavika	University of Arizona College of Medicine
**Piduru, Sarat	University of South Florida College of Medicine
Scholl, Rebecca	Georgetown University School of Medicine
**Tahvildari, Ali	Louisiana State University School of Medicine in New Orleans
Tredennick, Tara	Brown Medical School
Tuscano, Daymen	University of Miami School of Medicine

NEW GRANTS

Brain Development of Adults Who Survived a Brain Tumor in Childhood

Principal Investigators: Dr. Hui Mao (Emory),
Dr. Tricia King (GSU)
Co-Investigators: Dr. Chad Holder, Dr. Anna Jans,
and Dr. Niclolas Krawiack

This is a multi-institutional collaborative project recently funded by American Cancer Society. The project will extend 4 years and begin in June of 2007.

This study will use functional MRI (fMRI) and diffusion tensor imaging (DTI), along with neuropsychological evaluation, to study brain development of adults who survive from the brain tumor in the childhood. The objectives include to understand the effects of bearing brain tumors and treatment to the neurological, psychological and social functions of cancer survivors, and hopefully, to obtain information needed to define approaches to help and improve the quality of the life of cancer survivors.

Planning Grant for an Emory Molecular and Translational Imaging Center

Principal Investigators: Carolyn C. Meltzer, MD;
Mark M. Goodman, Ph.D.;
Xiaoping Hu, PhD
Co-Investigators: Hui Mao, PhD; Lily Wang, MD, PhD;
John Votaw, PhD; Hyunsuk Shim, PhD;
David Martin, PhD; Andre Rogatko,
PhD; Daniel Brat, PhD

The National Cancer Institute has funded a \$1.5 million planning grant to establish an Emory Molecular and Translational Imaging Center (EMTIC). We envision EMTIC as a unique cross-disciplinary scientific, administrative, and educational network that encompasses the growing community of imaging scientists and basic and clinician scientists working in areas vital to cancer diagnosis and therapeutics. EMTIC will build on institutional and regional strengths in imaging technology, drug discovery, nanotechnology, and growth of the Winship Cancer Institute (WCI) to optimize communication and collaboration among faculty and trainees from diverse yet synergistic fields relevant to cellular and molecular imaging, with a focus on imaging biomarker development, validation, and translation.

Current Research



An Evaluation of Stereoscopic Digital Mammography for Earlier Detection of Breast Cancer and Reduced Rate of Recall

Radiology: Carl D'Orsi, MD

The on-going study comparing stereo digital mammography to 2D digital mammography has evaluated 1,000 women to-date. The results are showing that there has been a 38% decrease in false positive detection of lesions and a 14% increase in true positive detections of lesions with stereo mammography.

CHECK IT OUT

Recently Released Publication

Blodgett TM, Meltzer CC, Townsend DW. PET/CT: Form and Function. Radiology 2007;242(2):360-385

Sechopoulos I, Suryanarayanan S, Vedantham S, D'Orsi CJ, Karellas A. Scatter radiation in digital tomosynthesis of the breast. Medical Physics 34(2):221;564-576. 2007.

STRIVING FOR EXCELLENCE

Etiquette for Excellence

As we strive to become a destination department and provide the ultimate patient experience at Emory Imaging, it is important to remind ourselves and each other of some basic service excellence techniques. In this edition of Rad Report, we take on some aspects of telephone etiquette.

Set the tone at the beginning of answering a call with a three-part greeting: identifying your department, yourself, and offering assistance. For example, one may say: Emory Imaging, this is Habib, how may I assist you? If your telephone is equipped with caller ID and you identify the caller as someone you are very casual with, stay in character. Your friend may have transferred a patient to you. The caller ID will show your friend's name as the patient's alias. So make sure the "Wassuuuup!" does not come out.

Once the person on the line identifies their need for assistance, own the resolution. If you cannot assist the customer yourself, identify someone who can. It is important that you transfer the call to a live person who can assist the customer with their need. Be aware that there are several extensions in our phone-system that have neither a covering extension nor a voice mail. It is critical that we do not give the patient the telephone tree climb-around. Pass the baton, not the buck.

If you must transfer the caller, make sure you relay the extension number to which you are connecting them before the transfer just in case the call is dropped in the process. If it is taking you longer than expected to get your customer the assistance that they need, get back to them frequently and let them know that you are still

engaged in helping them.

Once in a rare while, you may get frustrated yourself with not being able to get the answer. Please do not express that to the customer. Particularly, do not blame another department for it. At the end of the day, to the patient, we are all Emory. They rarely compartmentalize their experience into separate departments.

Once you have provided them the assistance they requested, ask them whether there is anything else you can do for them. This step helps ascertain that your response was satisfying to them and, in the event of a mishap, it gives you an opportunity for service recovery.

Lastly, know that our customers have a choice. So, end your interaction with thanking them for choosing Emory.

- Habib Tannir, M.S.
Administrative Director of
Imaging Services

Educational Comfort

Education is of great importance within the Emory culture and a useful tool when working with the outside community. The Uterine Fibroid Embolization (UFE) Seminars are an example of the success these efforts can produce. Taking advantage of this tool creates a public forum for potential patients to become educated regarding possible symptoms and treatment for UFE. This outlet not only promotes an area of radiology but also creates a relationship with the potential patient that initiates a sense of comfort and trust.

The next UFE Seminar will be held in the Glenn Auditorium at Crawford Long Hospital. The seminar will begin at 6:30 p.m. on Thursday, May 3. To register call (404) 778-7777.



Dr. Chamsuddin and Dr. Hanelin hosting the March UFE Seminar.

GET INVOLVED

Emory/Georgia Tech BME/Radiology Seed Grant Program 2007

The Departments of Biomedical Engineering and Radiology, will be awarding four \$25,000 grants this summer to allocate seed funds for pilot projects that show strong promise for future extramural funding. All seed grant applications must include at least two faculty co-investigators (rank of assistant professor or higher). At least one investigator must have a primary appointment in Radiology and at least one must have a primary appointment in Biomedical Engineering (includes program faculty at Georgia Tech). Each award is for a one-year period and dedicated the areas described below.

Procedures:

1. Requirements:

- 5-page proposal in NIH-style format, including Arial 11 font.
- 2-page NIH biosketches for the Co-PIs.
- Budget with justification.

2. Evaluation

Grants will undergo a peer review evaluation process with priority scoring.

3. Funds may be used for post-doctoral fellow or graduate student support. (Funds may not be used for faculty salaries.)

4. Progress Report

A final brief progress report is required from the Co-PIs at the end of the award period. The information will be used to evaluate the program and future seed funding efforts.

Timeline

1. Proposals are to be submitted by 5 p.m. on April 27, 2007, in electronic PDF format to both Gail Siegal at Georgia Tech (gail.siegal@bme.gatech.edu) and Linda Burr at Emory (lburr@emory.edu).
2. Proposal submissions will be evaluated and decisions rendered by June 15, 2007.
3. Start date for grant: July 1, 2007.

For complete details contact Linda Burr, lburr@emory.edu.

The Migration of Technology

Get ready and get informed as Emory Hospital and University migrate from their current e-mail systems to Microsoft Exchange. Beginning in May, departments will be grouped to transition during a similar time period. User assigned accounts by both the Healthcare and University will be consolidated into one account. The melding will allow for all users to easily communicate through the system and maintain only one e-mail account regardless of dual appointments.

Preparations have been made to make this an easy transition for the informed user. Be aware of the distribution of tip sheets, sign-up for the training sessions and use the website to trouble shoot common questions. For more the most up-to-date information routinely visit <http://it.emory.edu/ehc-exchange>

Radiology Grand Rounds

April 2007

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

- | | |
|---------|---|
| 4/4/07 | Gautham Reddy, M.D.
<i>Delayed Myocardial Enhancement MRI: Ischemic and Non-ischemic Causes</i> |
| 4/11/07 | Deborah Levine, M.D.
<i>Obstetric MRI</i> |
| 4/18/07 | <i>Special Edition</i>
Cooper Lecture
Mauricio Castillo, M.D.
<i>Congenital Spine Anomalies</i> |
| 4/25/07 | ~ No Speaker ~
due to AUR meeting |

Arrive at 7 am for a Complimentary Breakfast



New Faces & Appointments



Dr. Sandra Bates
 Director, Breast Fellowship Program
 Division of Breast Imaging

Dr. Bates is the newly appointed Director of the Breast Fellowship program at Emory. She has been practicing in the Emory Healthcare system since 2004. She is a graduate of Georgetown University School of Medicine in Washington, DC.



Dr. Mary Newell
 Director, Breast MRI
 Division of Breast Imaging

Dr. Newell is the newly appointed Director of Breast MRI at Emory. She has been practicing in the Emory Healthcare system since 2001. She graduated from the Medical School of the University of Michigan. Dr. Newell is also the Assistant Director of Breast Imaging.



Chermika Carter
 Medical Assistant

Previous to joining Emory, Chermika Carter gained experience working with Psych Patients, dispensing medications and phlebotomy as the Medical Assistant/LPN at the Fulton County Jail. She is currently attending Atlanta Metropolitan College to expand her career in the medical field.



Laura Champagne
 US Technologist

Laura Champagne has just helped open our New Ultrasound Lab at ECL/MOT on the 8th floor. She is a Registered Diagnostic Medical Sonographer and performs a variety of Ultrasound exams ranging from Abdomen, 1st trimester Pelvic, Small Parts and Vascular studies.



Spencer Barton
 Diagnostic Technologist

Spencer Barton has completed his degree at the Emory University School of Medicine with the Medical Imaging Program and will use his knowledge to contribute to Radiology operations at 1525.



Purvi Shah
 Computer Tomography Technologist II

Purvi Shah recently joined The Emory Clinic CT department after completing her degree with the Emory School of Medicine.



Jonathon O'Brien
 Nurse Manager

Jonathon O'Brien, a graduate of Indiana University School of Nursing, has 17 years of nursing experience that he gained through the US Army, small community hospitals and large teaching institutions. He has experience with all varieties of adult intensive care areas and has been involved with some of the most cutting-edge technologies.



Betty Hopkins
 Nurse Clinician III

No Photo Available

Betty Hopkins has a total of 32 years of nursing experience -18 years as an emergency department charge nurse and 14 years in radiology. She has been with Emory for the last 5 years of her experience.



Nisha Spearman
 Financial Analyst

Nisha Spearman has joined the Emory Radiology Department with 6 years of finance and accounting experience. She formerly held a position as Sr. Accountant with INVESCO investment company. Nisha earned her degree from Georgia State University.



Barbara Gibbs-Hodge
 Human Resources Associate

Barbara Gibbs-Hodge has been with the Emory University as an HR Representative for 9 years. She will be using her experience to facilitate the HR needs of the Radiology Department.



Ruby Alexander
 Lead Technologist at 1525

Ruby Alexander has recently left North Lake Medical Center to join us here at Emory. She began her career in Breast Imaging after obtaining a degree from the Winthrop School of Radiography in New York. Since then she has accumulated 15 years of experience.

Look for a new edition of
 the Rad Report
 the first full week of every month.