

NEWS RELEASE

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PHOTOS, BIOS , VIDEO, CASE HISTORIES AVAILABLE:

<http://www.estetacommunications.com/WIA/WIA.htm>

WEINSTEIN IMAGING ASSOCIATES INTRODUCES “BREAST-SPECIFIC GAMMA IMAGING” TO REGION

- **New testing procedure helps diagnose breast cancer – earlier and at a cellular level**
- **Evaluates questionable findings on mammography or ultrasound**
- **Serves as a problem-solving tool for challenging cases, complements mammography**

PITTSBURGH (Shadyside), PA (July 24, 2007) — Weinstein Imaging Associates, a leading ultrasound and breast imaging facility in Western Pennsylvania, is introducing to the region Breast-Specific Gamma Imaging (BSGI), an innovative technology and advanced diagnostic test that helps to detect breast cancers and evaluate questionable findings on mammography or ultrasound. Preliminary results and responses from Weinstein Imaging patients have been favorable.

According to the American Cancer Society, more than 8,800 cases of breast cancer will be diagnosed in Pennsylvania this year. Approximately 15 percent of these cancers will not be detectable by mammography, usually because of masking by dense breast tissue.

Performed with the Dilon 6800 high-resolution Gamma Camera, BSGI is an effective problem-solving test and diagnostic tool, particularly when dense breast tissue is present, and it is considered an ideal complement to mammography when additional assessment is needed.

Mammography primarily measures differences in tissue density, but because dense tissue and cancers often have the same color and structure on a mammogram, cancers may blend in with the normal surrounding tissue and be difficult to see. BSGI measures differences at the cellular level and is not affected by tissue density. It is also



useful for patients who have scar tissue, breast implants or a palpable lump when a mammogram and ultrasound are normal.

The new molecular imaging technique has a high sensitivity for the detection of small breast cancers. In addition, it has infrequent false-positive results, which means that many surgical biopsies for benign conditions can be avoided.

When patients have a BSGI test, they receive a small amount of a tracing agent that is absorbed by all cells in their body. Because cancerous cells have higher metabolic activity, they absorb more of it and thereby show up as “hot spots” on the gamma camera pictures. BSGI takes about 45-to-60 minutes to perform. Since tight compression of the breast is not necessary and patients are seated throughout the procedure, they generally find the exam to be comfortable. Although it is a relatively new test, most insurance companies already pay for BSGI.

“We are dedicated to providing patients with the most advanced technology in breast imaging and our capability is greatly enhanced by BSGI,” said Thomas S. Chang, M.D., FACR, Weinstein Imaging Associates. “Breast cancer is highly curable when found and treated in its earliest stages. BSGI can help us find early cancers, while also allowing us to avoid many unnecessary surgical biopsies.”

Since implementing BSGI in May 2007, Weinstein Imaging Associates has used the new technology in 26 patient cases. Cancer was diagnosed in two of these cases.

Patient Case #1 Ruth B. of Pittsburgh: Ruth's recent mammograms were difficult to read because of her past surgery and radiation that obscured views. She followed Weinstein Imaging's recommendation to have supplemental BSGI testing, which provided conclusive data and a "sigh of relief that there were no cancerous cells in hidden areas." Ruth praised the new technology and quality of care, along with the way it allows “experts to establish a baseline to compare to future mammograms and sonograms ...”

Testimonial: <http://www.weinsteinimaging.com/feedback.html>

Patient Case #2 Resident of Pittsburgh: This patient had painful breasts. A recent mammogram showed no definitive signs of cancer -- just questionable areas that made it difficult to diagnose her condition conclusively. Her regular doctor felt the risk of cancer was low and no supplemental testing was necessary, but the patient was experiencing high levels of anxiety and wanted to have BSGI to obtain more information and increase her confidence level. She proceeded with testing, and BSGI in fact confirmed the presence of cancer, “lighting up” hot spots that were not detectable on her mammogram. Through BSGI testing, this patient's cancer was discovered earlier than previously possible, allowing for more timely diagnosis and medical care.

(Note: National-level case histories available at <http://www.estetacommunications.com/WIA/WIA.htm>)

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Introduction of BSGI to the region is one of several recent Weinstein Imaging developments that are advancing breast health and quality of care. In recent years, the practice also began offering breast MRI and MRI-guided breast biopsies (through an affiliation with West Mifflin Imaging); digital mammography, which is effective in detecting cancer in dense breast tissue; 3D ultrasound; measurement and documentation of fetal nuchal translucency for early diagnosis of chromosomal abnormalities; and filmless presentation of expectant-mother-and-child images on DVD/CDs.

Expanding its community-education efforts, Weinstein Imaging Associates is planning to meet in upcoming months with numerous organizations and civic groups to inform members of new imaging technologies “beyond mammography” and emphasize the importance of early diagnosis.

Located in Pittsburgh, PA, since 1980, Weinstein Imaging Associates is the premier ultrasound and mammography facility in Western Pennsylvania and the Greater Pittsburgh tri-state region. Physicians are recognized radiologists who have been selected to evaluate images from across the country as part of national quality assurance programs in mammography and sonography. Technologists and staff are also among the best in their specialties. Offices are in the Shadyside, South Hills and North Hills areas of Pittsburgh. weinsteinimaging.com

EDITORIAL NOTE:

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