



# Radiology Associates<sub>LLP</sub>

## NEWSLETTER

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What is a PET Scan?

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to Radiology Associates

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Welcome Dr. Gary Snook  
to Coastal Orthopedics

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RT Technical Director

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Pink, The New Orange!



IMAGE 1

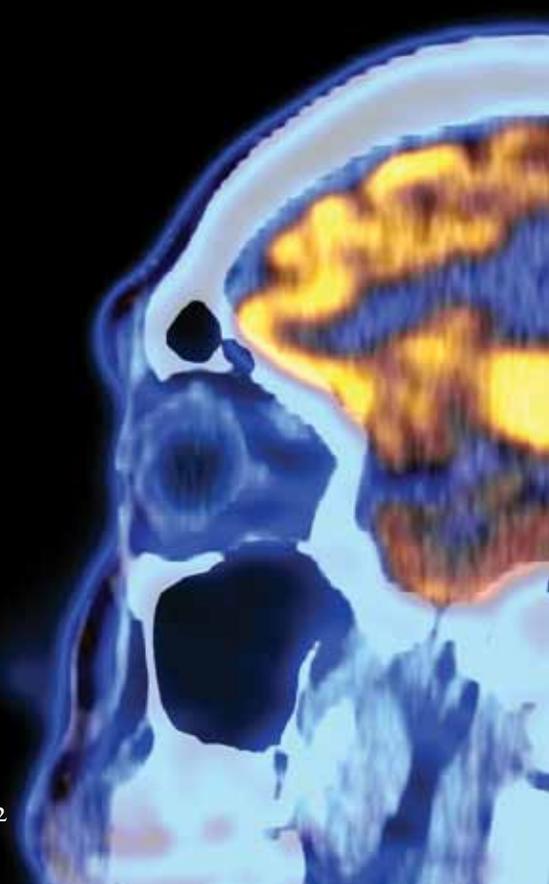


IMAGE 2

## WHAT IS A PET SCAN?

Imaging technology is an excellent modern method of learning what is happening inside a person's body without cutting into it. MRI (Magnetic Resonance Imaging) utilizes magnetism and ultrasound sound waves to look into the body. Computed Radiography and CT (Computed Tomography) shoots x-rays into the body and detects the altered x-rays on the opposite of the body to create images. Molecular Imaging (Positron Emission Tomography/CT, also known as PET/CT, and Nuclear Medicine) uses pharmaceuticals put into the body which emit rays. These rays are detected by special cameras creating images showing how different processes are functioning in the body. Currently, PET/CT predominately uses a form of glucose to assist physicians in diagnosing cancer, understanding the extent of a patient's cancer, and evaluating a patient's therapy.

*"PET/CT is a very powerful tool allowing physicians to create an image of cancer in the body. One example of the power of PET/CT is seeing a very positive scan prior to a patient beginning therapy and witnessing the same patient return after therapy to have a negative PET/CT scan", says Radiology Associates Director of PET/Nuclear Medicine Imaging Michael Kroeger, MIS, NMAA, PET, NCT.*

Once the glucose is injected into the body, the cells within the body use it. The degree to which a cell uses the sugar depends on how fast the cell functions. The faster functioning cells use more sugar and show up on the image as bright spots. Many cancer cells exhibit increased metabolism (function faster) of sugar, therefore, showing up bright on a patient's scan.

The PET/CT scanner looks like a traditional CT scanner and has a large opening for a patient to be comfortable. A PET/CT scan on Radiology Associates' new age scanner typically takes between 6 to 15 minutes. The scan is then read by Radiology Associates' physician specialists in PET/CT scanning

*"Success can be measured in many ways. One is to be recognized by your colleagues. Recently Radiology Associates starred in a video production conducted by Siemens' USA and followed by an interview with Siemens' World Medical Solutions magazine highlighting our leadership in PET/CT and our innovative use of their state of the art PET/CT system," says Kroeger.*

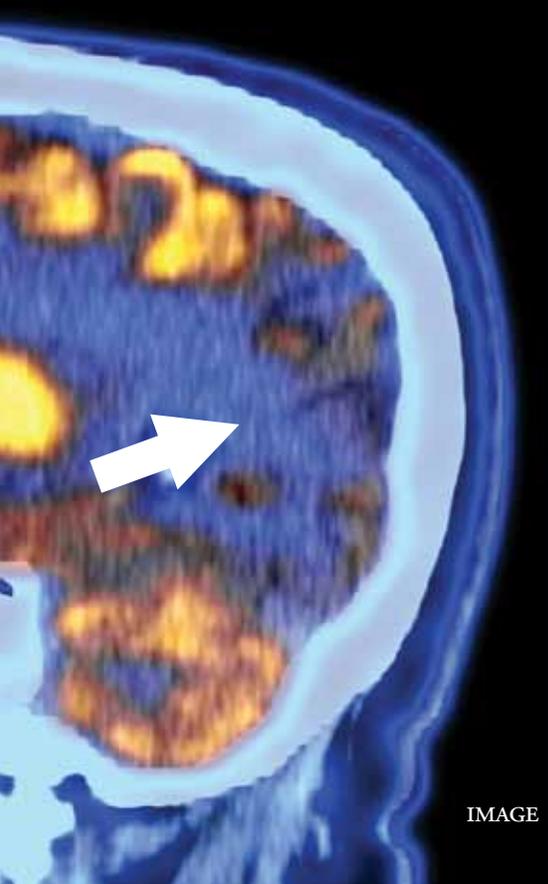


IMAGE 3

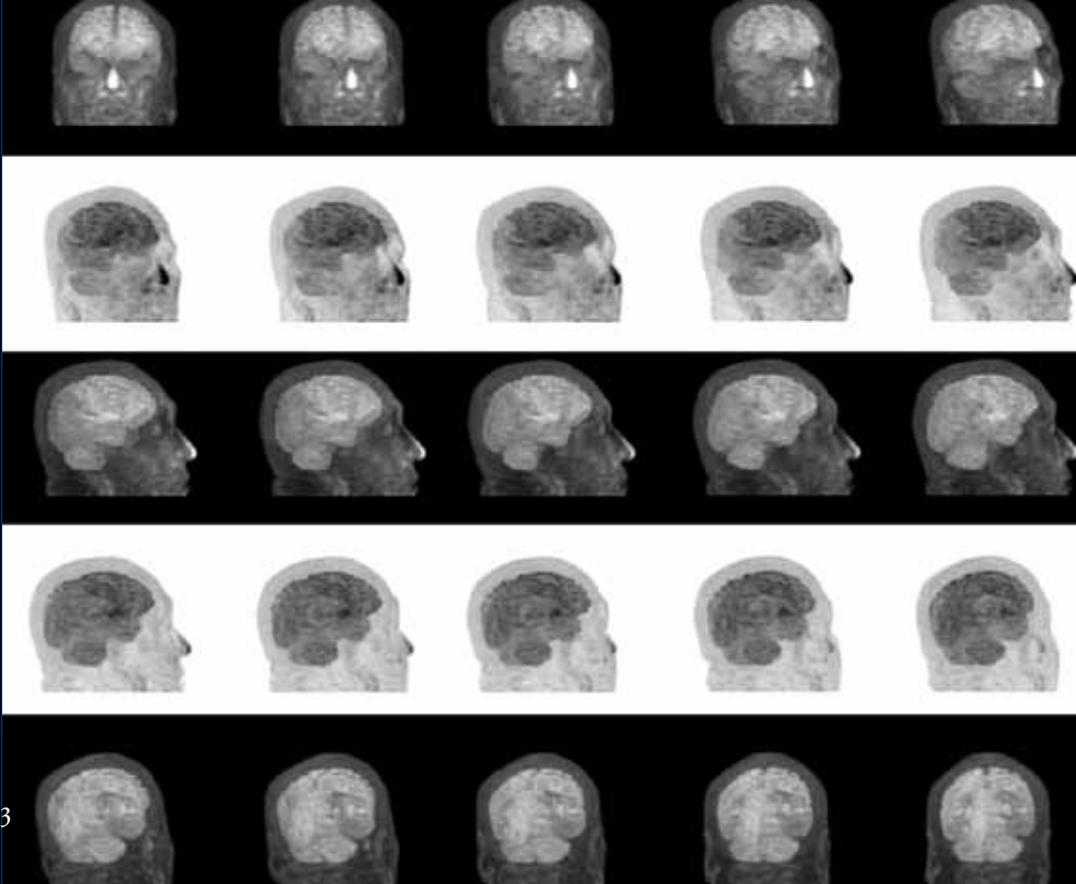


IMAGE 1: Image from a PET/CT Brain scan. The lower left and right areas of the image are not as bright when compared to the rest of the brain image. This indicates less sugar use by the brain in these areas. Correlating with the patient's symptoms, this pattern is consistent with Alzheimer's Disease.

IMAGE 2: Side view of brain image of patient in Image 1. The right, middle area of the image (back of brain) is not as "bright" indicating less sugar uptake. This area corresponds to the less bright area seen in image 1 and is suggestive of a diagnosis of Alzheimer's Disease.

IMAGE 3: 3-dimensional PET images of the entire head rotating from front to back.

IMAGE 4: Great example of the power of PET/CT to evaluate response to chemotherapy. The image on the left is before therapy (irregular black spots are lymphoma masses) and the image on the right is after chemo. The disappearance of black spots after chemo indicates the chemo is getting rid of the cancer.

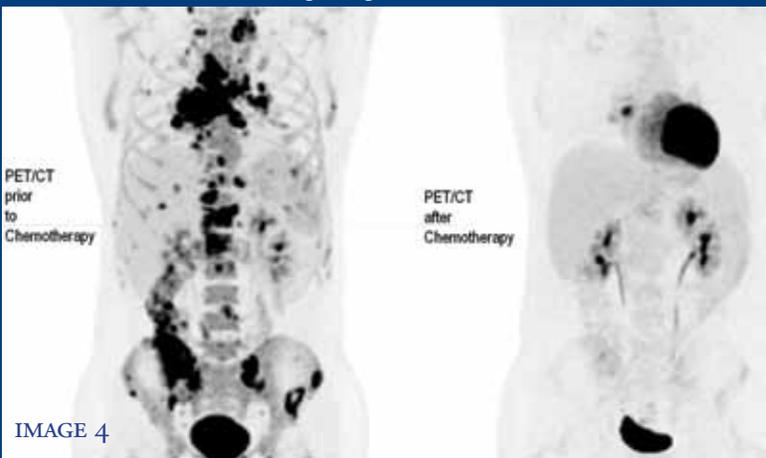


IMAGE 4

### PET/CT SCAN USES:

- Finding and evaluating stages of cancer
- Determining progress of oncology treatments
- Evaluating for cancer spread specifically to the bone
- Evaluating the brain for dementia and Alzheimer's disease
- Detecting Beta Amyloid plaques in the brain, a precursor to Alzheimer's disease



Medical University of South Carolina – Radiology Residency  
Baylor University Medical Center – Breast Imaging Fellowship

## WHAT ATTRACTED YOU TO THE FIELD OF RADIOLOGY?

It is the broad scope of the specialty that allows the radiologist to play an integral role in patient care across many different fields and in many settings. Additionally, the integration of cutting edge technology makes radiology an ever changing and exciting field of medicine.

## WHAT ATTRACTED YOU TO PRACTICE IN CORPUS CHRISTI?

I grew up on the Texas coast and Corpus Christi is a lot like home to me. I was happy to be able to join a group such as Radiology Associates that shares my commitment to patient care and the field of radiology.

## WHAT WOULD YOU TELL WOMEN ABOUT THE IMPORTANCE OF GETTING REGULAR MAMMOGRAMS?

Screening mammography has been proven to save lives. To receive that benefit, it is important to get regular exams. Regular screening mammograms in conjunction with regular self-exams enable us to detect cancer at an earlier stage that saves lives and improves outcomes.

## WHAT IS YOUR PHILOSOPHY ON PATIENT CARE?

I treat every patient how I would want my mother treated. My goal is to ensure that my patient feels they are in control of their healthcare by carefully explaining results and options so the patient can make informed decisions.

## WELCOME TO RADIOLOGY ASSOCIATES DR. MICHAEL MICHELL

Dr. Michell will be joining Radiology Associates focusing on woman's imaging with a specialization in mammography. He will join the company's Pink Dream Team "thinking pink" day in and day out. Each year, Radiology Associates interprets more than 30,000 mammograms, the most widely used and trusted tool in diagnosing breast cancer.

### EDUCATION

University of Texas Medical Branch – Medical School  
The Methodist Hospital Houston – Transitional Year  
University of Texas Medical Branch – Radiology Residency

## “WHAT TO EXPECT” VIDEOS

Since launching earlier in 2012, people are watching Radiology Associates new online educational videos. The series highlights a variety of imaging procedures with crystal-clear visuals and easy-to-understand terminology. Each of the five videos explores what to expect from an upcoming exam and show patients and their loved ones how to best prepare.



Visit [xraydocs.com](http://xraydocs.com) or snap a picture of our QR code with your Smartphone and view the “What to Expect ...” videos!

## DR. GARY SNOOK

Orthopedic Spine Surgeon Joins Texas Coastal Orthopedics—welcome Dr. Gary Snook!

### *Coastal Orthopedics*

Radiology Associates welcomes Dr. Gary Snook to the Coastal Bend from Utah! The orthopedic spine surgeon recently joined Dr. Robert S. Williams and Christian Ehrhard, P.A.-C in their practice, Texas Coastal Orthopedics, located at Spohn South. With more than four decades of experience, Dr. Snook will provide cutting-edge orthopedic and surgical care for patients with injury or disease involving the spine, bone, joint, tendons, ligaments and muscles needs. He will specialize in issues of the spine. Dr. Snook is happy to be back in the Corpus Christi area and is now accepting new patients.

#### EDUCATION

College of Southern Utah – undergraduate degree  
University of Utah Department of Microbiology – undergraduate degree

University of Utah School of Medicine – medical school  
LDS Hospital – early internship

University of Utah Hospital – surgery internship  
John Sealy Hospital/University of Texas Medical Branch – surgery resident

#### WHAT ATTRACTED YOU TO YOUR FIELD OF ORTHOPEDICS?

Everyone seemed to enjoy what they did. It is also all about mechanics and I love building things!



#### WHAT IS YOUR PHILOSOPHY ON PATIENT CARE?

If you really listen to the patient, and then examine the patient, they will lead you to what's amiss.

#### WHAT DO YOU LIKE BEST ABOUT BEING A PHYSICIAN?

I love the opportunity to change the course of people's lives for the better. Human beings are very resilient, but occasionally they need help with their health issues. I want to provide some of that help.



### STAFF SPOTLIGHT: VIRGIL PAVLASEK, *RT Technical Director*

For more than 35 years, Virgil Pavlasek has been behind the scenes helping make the 67-year-old company run smoothly. In his role as Technical Director, he oversees the operation and maintenance of several hundred pieces of imaging equipment as well as the company's physical facilities. He tracks and schedules preventative maintenance

for the equipment and necessary upgrades as well as field inquiries from staff when equipment issues arise. "We want to provide the best possible service to our patients, and I am able to help do that in my position by keeping the equipment up and running for our radiologists and technologists," says Virgil. Virgil maintains excellent relationships with area service personnel. He also oversees all of the company's construction and remodeling as well as equipment installation.

Married, father of two and grandfather of four, Virgil grew up in a farming community in western Nueces County. Virgil started out at Radiology Associates as a registered x-ray technologist in 1967.

In addition to equipment oversight, Virgil also manages the company's consumables and negotiates a variety of contracts. "It's a less technical aspect of the job, but just as important to make this place run without a hitch," says Virgil.

For nearly four decades, Virgil has experienced numerous state-of-the-art technological changes affecting his job and the company's ability to increase their overall effectiveness. "I loved it when we went digital. Now the images are stored electronically. There is much less of a monster store room to store film, and no more time spent looking for films," says Virgil.

"Bottom line, I really enjoy what I am doing. I have a variety of work to complete, visiting five different offices and working alongside different people. And, I get to support radiologists and staff that are really making a difference in people's lives every day



# GET READY FOR BREAST CANCER AWARENESS MONTH!

Be on the lookout for Radiology Associates painting the community pink by participating and partnering with local organizations during the month of October! All October proceeds will benefit the American Cancer Society.

## PINK, THE NEW ORANGE PINK PUMPKINS FOR THE CURE

This October, Radiology Associates will host a pink pumpkin patch sale at locations throughout the Coastal Bend. "Our goal is to put an eye catching pink pumpkin on everyone's porch to show support for women past and present who have been affected by breast cancer," says Carmen Arias, Marketing Director for the company.

## PINK PUMPKINS, COCKTAILS & GLITZ... OH MY!

Ladies and gents will have an opportunity to "glam" up faux pink pumpkins at the pink pumpkin painting party, "A-LA-Glitz." Cocktails, Hors de oeuvres, faux pink pumpkins and all you need to glitz your pumpkin included! Seating is limited.

### "A-LA-GLITZ"

Thursday, October 11, 2012 | 6-9 p.m.  
Corpus Christi Art Center - 100 N. Shoreline Blvd.  
\$50 per person. For tickets, call (361) 561-3157

## COME WALK WITH US!

Making Strides Against Breast Cancer 5K Walk & Run  
Saturday, October 20, 2012, Cole Park – Corpus Christi

Join our team or create your own for this non-competitive and fun walk-and-run. The event funds the American Cancer Society's local programs and services for cancer patients, including wigs, rides to and from oncology or chemotherapy appointments, and other support services.

Visit [makingstrides.acsevents.org](http://makingstrides.acsevents.org)

- scroll to the middle of the page and select "Find A Team"
- type: Radiology Associates
- click: "Join A Team" or "Make A Donation"

## PINK POST-WALK PARTY

In conjunction with Brewster Street Ice House, Radiology Associates will host a pink party immediately following the Making Strides Against Breast Cancer Walk. Pink pumpkins, food, drinks, music, clowns, balloons and fun! All proceeds raised will benefit the local ACS. Everyone is invited!

## PINK POST-WALK PARTY

Saturday, October 20 | 10 a.m.-3 p.m.  
Brewster Street Ice House

## PINK MUSTACHES?

In October, Radiology Associates will join the Nueces County Medical Society and Thomas-Spann Clinic to participate in "Pink Mustaches for Josie." The campaign is spearheaded by family practitioner Dr. George Benavides in honor of his sister, Josie, who died of breast cancer at 45. The initiative is providing solidarity for those who have breast cancer while raising crucial funds for the American Cancer Society and their services.

The goal ... to have 1,000 men temporarily tint their mustaches pink for a day to raise \$100,000. For the privilege of temporarily tinting their mustaches pink, participants make a donation of \$100 to the American Cancer Society. Interested ladies can also participate by making a \$100 donation and getting their hair tinted pink.

Pink Mustaches for Josie, October 12, 2012

To make a donation, visit [www.makingstridescorpuschristi.org](http://www.makingstridescorpuschristi.org) (click "Pink Mustache for Josie") or for more information, call (361) 561-3157.



ALL PROCEEDS BENEFIT THE AMERICAN CANCER SOCIETY