



## **DRA Imaging Installs New Technology for Prostate MRI Imaging and Analysis**

*DRA Imaging is proud to introduce MRI and VividLook CAD to Improve Prostate Cancer Diagnosis and Staging*

**Poughkeepsie, NY (July, 2009)** – DRA Imaging, Leaders in Diagnostic Imaging...Champions in Patient Care, announces the installation of a new technology that uses MRI to diagnose prostate cancer. Until now, prostate cancer has primarily been evaluated by digital rectal examination (DRE) in combination with other clinical data including prostate-specific antigen (PSA) tests and pathologic information. Now, by combining magnetic resonance imaging (MRI) with the new VividLook™ Computer-Aided Detection (CAD) analysis solution from iCAD, Inc., DRA Imaging is able to offer Hudson Valley residents, referring physicians and radiation oncologists additional information to assist in differentiating malignancies versus benign growths and to pinpoint tumor location and size.

The National Cancer Institute has estimated that in 2008 more than 185,000 men will be diagnosed with prostate cancer, 28,660 men will die of prostate cancer, and 1 in 6 men will be affected by this disease over their lifetime. Commonly used diagnostic tests have been shown to have high false positive and false negative rates. In addition, biopsies are blind and random and they can miss at least 20 percent of cancer.

“Prostate MRI is a relatively new diagnostic tool. As with breast MRI for women, Prostate MRI can add more information to aid in the diagnosis of disease,” said Joseph C. Antonio, MD, DABR radiologist at DRA Imaging. “By incorporating CAD into the MRI procedure, we can more accurately locate sites of cancer from within the complex vasculature of the prostate, and are better able to determine the extent of prostate cancer in ways that we previously couldn’t using Ultrasound / CT or biopsy results alone. Armed with this knowledge, we can confidently map our plan of attack in fighting these cancers.”

iCAD's VividLook is a post processing software package designed to provide a reliable means of visualizing the presence and pattern of contrast induced enhancement of MR images in the prostate, helping radiologists distinguish benign from malignant lesions. This can be difficult without CAD because many portions of the prostate show large enhancement with contrast MRI alone, making it difficult to identify the real areas of concern. VividLook™, iCAD's MR Prostate analysis solution, provides more diagnostic information by utilizing all available time points, creating colorized images based on signal changes defined by tumor physiology.

People who have had heart surgery and people with the following medical devices can be safely examined with MRI:

- Surgical clips or sutures
- Artificial joints
- Staples
- Most cardiac valve replacements
- Vena cava filters
- Brain shunt tubes for hydrocephalus

## **About DRA Imaging**

### **DRA Imaging, PC**

DRA Imaging has been a leader in diagnostic imaging for more than 30 years. Using the most advanced diagnostic imaging tools available in the region; DRA Imaging provides an unmatched level of comfort, safety and compassion and always put the needs of the patient first and foremost.

DRA Imaging is proud of its many firsts. DRA Imaging was the first to bring ultrasound, MRI, digital mammography, PET/CT and EVLT to the area. DRA Imaging provides a comprehensive arsenal of state-of-the-art technology, which also includes 64-Slice CAT scan, ultrasound, and has recently introduced the new GE Stereotactic Mammography system.

All of the physicians at DRA Imaging are Board Certified radiologists who continually update their skills through training and continuing education programs.

Dr. Victor Gaines and Dr. Richard Friedland have both recently been named among the Top Docs of the Hudson Valley for four consecutive years.

DRA Imaging. Leaders in Diagnostic Imaging...Champions in Patient Care.

For information about DRA Imaging's services call (845) 454-4700 or visit [draimaging.com](http://draimaging.com)

**About iCAD, Inc.**

iCAD, Inc. is an industry-leading provider of advanced image analysis and workflow solutions that enable healthcare professionals to better serve patients by identifying pathologies and pinpointing cancer earlier. iCAD offers a comprehensive range of high-performance, upgradeable Computer-Aided Detection (CAD) systems and workflow solutions for mammography (film-based, digital radiography (DR) and computed radiography (CR)), Magnetic Resonance Imaging (MRI), and Computed Tomography (CT). Since receiving FDA approval for the Company's first breast cancer detection product in 2002, over 3,100 iCAD systems have been placed in healthcare practices worldwide. iCAD's solutions aid in the early detection of the most prevalent cancers including breast, prostate and in the future, colon and lung cancer. For more information, call (877) iCADnow or visit [www.icadmed.com](http://www.icadmed.com).

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