

The Facts about Prostate Cancer

According to the American Association for Cancer Research, prostate cancer is the most common cancer, other than skin cancer, in American men.

Prostate cancer is the second leading cause of cancer death in men behind lung cancer. Estimated incidences of prostate cancer in 2016 is 180,000+, and deaths 26,000+.

It's important to know; you have options

Desert Medical Imaging's team of experts offers state-of-the-art screening, diagnosis and interventional solutions for prostate care.

Typically, your primary physician will refer you to an urologist if they suspect prostate cancer. The urologist may perform a Transrectal Ultrasound Guided (TRUS) biopsy to determine if you have cancer. Research shows that TRUS biopsies miss 30 – 35% of prostate cancer, while MRI guided biopsies miss only 3% of prostate cancer that are Gleason score 7 or above.

National Comprehensive Cancer Network (NCCN) Guidelines v2 2016 state that MRI prior to biopsy can maximize detection of significant cancer and lessen the detection of under active disease.

DMI works with both primary care physicians and urologists in the diagnosis and treatment of prostate cancer.

Give DMI a Call

Contact DMI today at (888) 360-6519 and we can schedule a consultation appointment to discuss your prostate treatment options.



Dr. John F. Feller

Dr. Feller currently is Medical Director of Desert Medical Imaging and his training and fellowship was at Stanford University. He maintained an academic affiliation with Stanford University where he was Assistant Clinical Professor in the Department of Radiology (1991-2006), and is now an Assistant Clinical Professor in the Department of Radiology at Loma Linda University. Dr. Feller has co-authored numerous peer-reviewed journal articles and book chapters. He has given over 300 invited lectures worldwide on orthopedic and body MR imaging, as well as on prostate cancer imaging.



Bernadette M. Greenwood

Bernadette Greenwood is a graduate student studying molecular oncology and tumor immunology imaging. She oversees all research at Desert Medical Imaging and pioneered the development of transrectal, MRI-guided laser focal therapy at Desert Medical Imaging. Ms. Greenwood won the Medical Design Excellence Award (Gold) in 2010 for the in-bore MR-guided biopsy system used at Desert Medical Imaging. She was named 2015 Research Scholar by Research Advocacy Network and is recipient of the Army Women's Foundation Graduate Program Legacy Scholarship 2017. Her work has been presented at ASCO, AACR, RSNA, AUA, ESR, ESMRMB and ASLMS.



74785 Highway 111, Suite 101,
Indian Wells, CA 92210

Scheduling: (888) 360-6519 Scheduling Fax: (888) 317-9823
www.desertmedicalimaging.com
prostate@desertmedicalimaging.com

1 in 7 men will be diagnosed with prostate cancer during his lifetime.

Do you know your options?



MRI Technology: The *new* option for prostate diagnosis and treatment

At DMI, we use MRI as an option for the detection and localization of prostate cancer for men with abnormal PSA levels.

A diagnostic MRI creates a detailed cross-sectional image of the prostate gland without an invasive procedure. DMI's Board Certified Radiologists then examine the images using Computer Aided Detection to identify areas in the gland that look suspicious; these areas may be further evaluated through a targeted MR-guided biopsy.

Are you a candidate for prostate MRI?

You should always speak to your primary care physician or your urologist if you believe that you may benefit from prostate MRI and/or MRI-guided prostate biopsy. Our primary criteria to evaluate if you are a candidate for prostate MRI is:

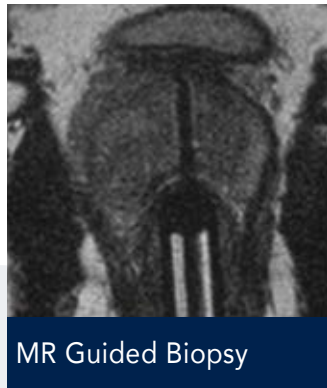
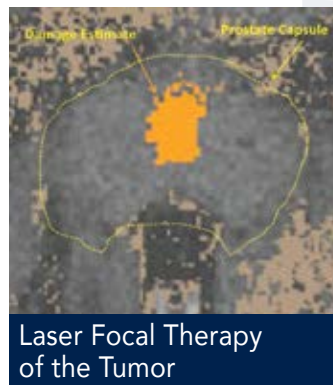
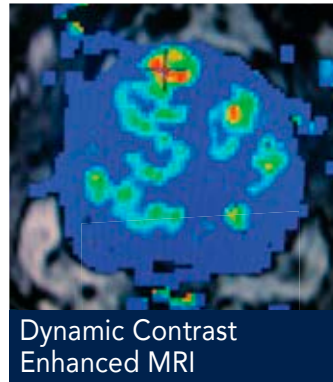
- Patients with a serum PSA greater than 4.
- Negative or contradictory transrectal ultrasound-guided (TRUS) biopsy.
- Patients with positive digital rectal examination.
- Patients with proven prostate cancer from a TRUS biopsy to exclude additional cancer or extension of cancer outside the prostate gland.
- Patients who have been treated for prostate cancer with radical prostatectomy, proton therapy, radiation therapy, cryotherapy, HIFU or other primary therapy, when there is concern for recurrence of the prostate cancer (biochemical recurrence).

The 3 Step Process: MRI & MR guided postate imaging gets the results you need.

Step 1: MR Imaging

Prostate MRI is a noninvasive imaging technique that does not require exposure to ionizing radiation.

- An I.V. will be started to administer MRI contrast.
- Computer Aided Detection (CAD) is used to analyze the prostate images and create color overlays of suspicious areas.
- The exam is usually completed in 30-45 minutes.



Step 2: MR Guided Biopsy

A prostate biopsy is a process where multiple small tissue samples are taken from the prostate for microscopic evaluation by a pathologist.

- Conscious sedation may be administered through an IV for the patient's comfort.
- An MRI compatible needle sleeve is gently placed into the rectum.
- MRI technology is used to precisely guide the biopsy needle and samples are taken from the target area.
- The entire procedure takes less than 30 minutes.

Step 3: With a Positive Result – MR Guided Laser Focal Therapy in Carefully Selected Patients

**CURRENTLY RECRUITING:
NCT #02243033**

A Phase II Study to Evaluate Outpatient Magnetic Resonance Image-guided Laser Focal Therapy for Prostate Cancer, a 20-year Survival Study

Location: Indian Wells, CA, USA
Contact: Bernadette M. Greenwood, BSc RT(R) (MR)
bernadette.greenwood@desertmedicalimaging.com
(760)766-2047

Choosing to participate in a study is an important personal decision. Talk with your doctor and family members or friends about deciding to join a study. To learn more about this study, you or your doctor may contact the study research staff.

DMI operates the first MR based prostate imaging program in the Coachella Valley which began in 2009.

The number of prostate exams from inception to May 31, 2017:

- Multiparametric MRI's - 1979
- Biopsies - 812