



## BREAST SCAN & SCREENING OPTIONS

Objectives:	Advanced Digital Imaging technologies provide accurate use of sound waves to produce real-time images of the inside of the body. It is used to find anomalies and help diagnose the causes of pain, swelling and infection in the body's internal organs while allowing the diagnostician the ability to zoom and 'travel' deep into the body for maximum exploration. Digital Imaging technology is also used to help guide biopsies and in many cases, even replicate much of the same reports of a clinical invasive biopsy. Imaging solutions such as high-powered sonograms, spectral Doppler, sonofluoroscopy, 3D/4D Image Reconstruction and the Spectral Doppler are safe, noninvasive, and does not use ionizing radiation. They also have the ability to provide early detection scans. ** Three STAGING OPTIONS are available depending on the patient's current needs- <u>to be discussed with practitioner prior to or during examination.</u>		
Target areas covered:	<b>Option 1: BREAST only</b> Typically performed for patients either self-identifying anomalies (bumps) for the first time and/or are seeking a second opinion + may have a family history of breast cancer (or other related cancers related to the breast)	<b>Option 2: BREAST &amp; AXILLAE</b> This option scans the breast and the shoulder through which vessels and nerves enter and leave the upper arm; a person's armpit. This option is recommended for anyone who may be currently Undergoing cancer treatment... also anyone who has recently (prior to 5 years) undergone a mastectomy since it detects unsuspected metastatic disease	<b>Option 3: BREAST / DUCTS / LYMPH NODES</b> For a patient who is at high risk for developing a cancer or requires advanced confirmation of a current tumor treatment protocol since the 3D/4D computer analysis verifies the success of the therapy in a quantitative analysis by the unique Doppler histogram technology
Diagnostic Technology applied:	✓ <b>SONOGRAM</b>	✓ <b>SONOGRAM</b> ✓ <b>SPECTRAL DOPPLER</b>	✓ <b>SONOGRAM-HIGH RESOLUTION</b> ✓ <b>SONOFLUOROSCOPY</b> ✓ <b>3D/4D IMAGE RECONSTRUCTION</b> ✓ <b>SPECTRAL DOPPLER</b>

- **SONOGRAM 1:** Seek subdermal masses, breast lumps, tumor growths, fluid-filled cysts, nodes or hematoma. Sonography can be performed in multiple scan planes with real time 3-D image analysis with power and spectral Doppler flows.
- **SONOFLUOROSCOPY:** of intra/subdermal soft tissues is to be performed in multiple scan planes with varying transducer frequencies.
- **3D/4D IMAGE RECONSTRUCTION:** For any lesions that are homogeneous echogenic and well margined on 3D and 4D computer histogram analysis.
- **SPECTRAL DOPPLER:** Search for hyperemia of any lesions. Power Doppler will show normal flows in the adjacent arteries/veins. Spectral flows will show normal tri-phasic waveforms. Search for any peripheral lesion abnormalities or focal vascularity.

## NON-INVASIVE SONIC TECHNOLOGY: THE FUTURE OF CANCER BIOPSIES

Since 1973, Dr. Bard established global recognition in the medical field through his contributions in the advancement of cancer diagnostic innovations. His special use of advanced imaging technologies are widely praised as the painless alternative and a more accurate innovation as well as a much faster solution for acquiring results over surgical biopsies. For the patient, it's a world of difference and immediate peace of mind when the 3D imaging establishes the diagnosis during the examination as you literally see the pictures in front of you in real time.



### **Q: How accurate is your Advanced Sonography in identifying cancers?**

We have a 98% accuracy in malignant melanoma detection; 90% for cancers in dense or lumpy breasts; 85% for prostate cancer. Women with cystic breasts have a 500% increased risk of developing tumors which are more accurately detected by high resolution sonograms than by mammograms. The leading cause of death in women 25-45 is metastatic melanoma which is rapidly diagnosed with ultrasound.

### **Q: Give us an example of your 4D Scan's accuracy over conventional diagnostic methods?**

In my experience, patients typically prefer bad news immediately than having to wait and worry for weeks following an MRI study or biopsy and can then plan definitive treatment options in a timely manner. Use of 4D imaging lets readjust the focus and resolution in order to tell the patient in the moment about the status of the tumor's containment and the probability of dissemination to the bones and adjacent lymph glands.

### **Q: What types of cancers are you most commonly capturing?**

Sonogram technology is most useful to rule out a cancer, such as the common benign lump diagnosed painlessly diagnosed as a breast cyst. The tumors that are significant (high grade vs. low grade) show up better on sonogram than MRI, CT or x-rays.

### **Q: How can digital scanning be instrumental in Early Detection?**

The scan is quick and painless and can image a bump anywhere in the body, including squirming babies due to real time capability. Most patients who have had a cancer are concerned about any new bump or change in their health status. The results are immediately conveyed so there is less anxiety in the procedure. Most lumps tend to be benign so the 99% percent assurance that the problem is a fatty tumor or cyst rather than a metastasis is reassuring.

### **Q: What are the benefits of using the Doppler Ultrasound imaging for BREAST CANCER?**

A major European study (R.E.C.I.S.T.) discovered that dying tumors can swell with fluid and debris which means that relying on size alone is not always valid. Doppler flow flow is a sonogram technology (like the weather map) that more accurately measures the feeding arteries that supply and nourish

the cancer. Since only 3% of prostate cancers and 3% of breast cancers (both are glands) are fatal, we can quickly assure our patients that a tumor is low grade and be possibly treated with less aggressive modalities even if it enlarges during treatment. Tumor aggression is proportional to the number of cancer arteries feeding the lesion and treatment monitoring by follow up Doppler will show changes (increase or decrease) in the blood vessel density. Diminution of tumor vessels implies successful therapy. While surgery is the medically accepted form of treatment, alternatives such as thermal ablation are being used (freezing, laser, focused ultrasound) in certain instances where surgery may be contraindicated.



**Q: why scan the lymph nodes in the axillae?**

Sonograms of the axillary lymph nodes in the armpit can show if the tumor has spread before surgery. This changes the staging to a higher grade and requires different treatment protocols.

**Q: What recent upgrades do you see in the cancer imaging industry?**

Image guidance treatment means that a tumor seen on sonogram can be directly targeted for needle placement by the minimally invasive treatments of: Laser, cryotherapy (freezing), focused ultrasound (HIFU), radiofrequency ablation (RF) and other modalities such as radiation or surgery. With the advance of gene therapy and stem cell treatments, non-invasive imaging can determine treatment effectiveness ongoing since we know that cancer cells can outsmart

immunotherapies in time. Validation of successful therapy is measured with all imaging modalities by regression or disappearance of the internal arterial vessels.

**Q: Can this technology be useful in other health issues and disorders?**

In 1972, the director of my residency program in radiology told me not to waste my time learning ultrasound. Sonography is now the first line of diagnostic imaging worldwide, although less extensively practiced in the United States of America. Musculoskeletal issues (arthritis, tendinitis) can be studied without radiation or MRI. Preventive scanning discovers a weak ligament (marathon runner in training) before it tears allowing earlier treatment and lessened disability. Inflammatory skin disorders (psoriasis, acne) can be analyzed allowing better treatment. In summertime, splinters and glass embedded under the skin surface are identified and can be removed under ultrasound guidance with less surgical exploration and minimal tissue damage.

## EARLY DETECTION & PREVENTION PROGRAM



Many routine imaging procedures can assure people that they are at risk for a disease or catastrophic medical event: heart scans, virtual colonoscopies, and lung screening are a few examples of ways to encourage healthy choices (nutrition, supplements, exercise, stress management, etc.) by reinforcing them. BARD CANCER DIAGNOSTICS is founded on the commitment to explore and implement the latest diagnostic technologies as a means of building the proper treatment strategy of many types of cancers. We also specialize in PREVENTION solutions for our patients who strive to maintain a health-conscious lifestyle as well as those who are at increased risk of certain diseases (hereditary factors or environmental exposure to toxic substances) by confirming that their efforts to prevent disease are working.

### COMPUTERIZED 3D DOPPLER HISTOGRAM ANALYSIS

Using state-of-the-art equipment, Dr. Bard's practice offers unique forms of sonography to evaluate blood flow related to tumor activity and to identify areas of suspicion. More tumor vessels signifies more aggressive disease. 3D & 4D analyses are non-invasive and rapid with results available to the patient during the visit. Patients in need of reassurance and world class imaging come from all countries for cancers of the prostate, breast, skin, thyroid and melanoma.

GET THE FACTS ABOUT  
**BREAST CANCER-**  
SCHEDULE YOUR DIGITAL  
SCREENING TODAY!



**"EARLY DETECTION  
SAVED MY LIFE"**

Early Detection & Prevention  
Free Educational Resources  
State-of-the-Art Diagnostic Imaging  
Network of Advanced Integrative Experts

Visit our new website: [www.BardCancerDiagnostics.com](http://www.BardCancerDiagnostics.com)

Robert L. Bard, MD, PC, DABR, FASLMS, Cancer Radiologist & Digital Imaging Specialist. Medical Director at Bard Cancer Diagnostics- 121 E 60th St Suite # 6A New York, NY 10022 (212) 355.7017. Email: [rbard@cancerscan.com](mailto:rbard@cancerscan.com). Web: [www.cancerscan.com](http://www.cancerscan.com)

## REDEEMING LI2DAY RUNNER-UP RAFFLE

The recipient of this Breast CancerScan package is a RUNNER-UP WINNER of the 6/9/2018 LI2DAY BREAST DOPPLER SCAN / SCREENING RAFFLE and is entitled to a significantly cost reduction (45-60% off standard charge) on all services listed on pg.1 of this package-- as part of our sponsorship and support for LI2DAY's survivors/members. Once you have reviewed this package, you are entitled to a FREE PHONE CONSULTATION with Dr. Bard (or one of our specialists) so you can both determine which scan/screening option is right for you. Please call Ms. Aimee Arceo, practice manager at **(212) 355.7017** or email [aimee@cancerscan.com](mailto:aimee@cancerscan.com) for further details.

## INSURANCE OPTIONS

**INSURANCES ACCEPTED:** We participate with the following insurances and the Co-payments (as long as it is not an HMO plan):

- GROUP HEALTH INSURANCE (G.H.I.)
- EMPIRE PLAN (UNITED HEALTHCARE)
- MEDICARE

We accept the following insurances after deductibles are met and if the patient can go out of network. (PPO, not HMO) patients are responsible for the co-insurances (20-30%).

- 1199 SEIU
- OXFORD
- BC/BS VERIZON
- CIGNA HEALTHCARE
- NIPPON LIFE
- AETNA
- UNITED HEALTHCARE
- MULTIPLAN
- MAGNACARE
- ROJW HEALTHCARE SUPPORT
- HORIZON BC/BS