

Featured Partner



LIFE FROM INSIDE

Bracco Diagnostics Inc. is very excited to partner with MedAxiom to address the unmet needs of its cardiology practice members. Bracco is focused on advancing the frontiers of cardiovascular medicine by offering the highest quality cardiac imaging products. Today there are now alternative methods of obtaining great cardiac images with better throughput using CardioGen-82® (Rubidium Rb 82 Generator) PET & PET/CT. CardioGen-82 perfusion PET offers 95% sensitivity and 95% specificity.1

An Interview with Kim McDaniel

Q: Who within MedAxiom is performing Cardiac PET?

A: There are currently 25 MedAxiom members performing Cardiac PET imaging with CardioGen-82® (Rubidium Rb 82 Generator). Following is a link to members who have provided consent to list their practice names: [click here](#).



Q: Why Cardiac PET now?

A: The modality of Cardiac PET has been growing by double digit percentages in recent years, especially in 2010. This increasing momentum is likely due to several factors:

- the publication of key clinical data on the improved interpretive certainty for PET vs. SPECT, especially for pharmacologic stress and obese patients
- enhancements to PET hardware/software technology and accessibility
- availability of affordable dedicated PET or PET/CT equipment
- appropriate national coverage and reimbursement for the procedure
- national shortage of the Technetium-99m (Tc-99m) isotope used in other nuclear cardiology procedures

Q: What product/services does Bracco offer to MedAxiom members?

A: Bracco manufactures CardioGen-82® (Rubidium Rb 82 Generator) - the only FDA-approved generator-based Positron Emission Tomography (PET) myocardial perfusion imaging (MPI) tracer reimbursed for the evaluation of coronary artery disease (CAD).

Bracco offers clinical applications training and support at no additional cost to assist your staff with a successful startup process and ongoing quality improvement. Bracco can also provide education to nuclear technologists to help them meet their continuing education (CE) requirements.

Q: How quickly can I start a Cardiac PET program?

A: As a general guide for ordering CardioGen-82 generators, Bracco requires 90 days notice in order to secure the raw materials needed for isotope production. Typically, the biggest decision to be made is what type of PET camera to purchase and whether or not you will need to renovate your lab space to accommodate the new equipment. There are several excellent vendors that offer different options for obtaining a PET or PET/CT scanner. Other considerations include amending your radioactive materials (RAM) license, physician training, and staff education. Bracco's sales representatives and clinical applications specialists can assist you with many of these preparations.

Q: What are other MedAxiom members saying about Cardiac PET?

A: "In May 2009, Orlando Heart Center implemented the advanced imaging modality of cardiac PET (Positron Emission Tomography) to improve testing sensitivity and specificity, increase patient throughput, reduce radiation exposure and for better economic return. Within three months of implementation, our physicians readily recognized the increased accuracy and better patient outcomes from this technology. In addition, patient satisfaction increased due to significantly reduced scan times and inconveniences. The economic benefits have assisted the group in remaining financially viable despite the recent reimbursement cuts. From a recently performed nuclear, PET, and catheterization correlation study, it was readily apparent that PET technology is a medical tool of great value to our physicians, staff, and patients."

- Dorothea Wynne, Chief Executive Officer
Orlando Heart Center

(see Orlando Heart Performance Innovation Project results)

For more information, contact your local Bracco representative today by logging onto the CardioGen-82 website at www.cardiogen.com.