Because we can’t encourage you to nail down the deck chairs any longer

Medi-Physics announces the Professional Partnership Program

A new alternative in the age of DRGs

When crisis strikes—whether it’s an iceberg or prospective reimbursement—some people waste time on empty gestures... like nailing down deck chairs on the Titanic...or trying to negotiate with isotope suppliers for lower prices after DRGs.

For too long, the decision to purchase radio-pharmaceuticals has been based primarily on price. And for too long, prices have been reduced to win and keep your orders. As your partner in nuclear medicine, Medi-Physics can offer you an alternative to “nailing down the deck chairs,” and you have a right to expect that from a partner.

Increasing patients means increasing revenue

Here’s the blunt truth: Prices cannot be cut low enough to make a difference in the survival of a specialty threatened by prospective reimbursement. There’s only one answer: More fully paid outpatient studies to increase revenue. Consider this:

Think for a minute about the last price reduction you negotiated for Thallous Chloride Ti 201. Multiply that per-dose savings by the number of doses you ordered last month. Not very much money, is it?

Now, consider the dozens—maybe hundreds—of potential Thallium-study candidates being seen each month by local practitioners who’ve never referred any to your department...patients whose care would be enhanced by information you could provide. If you charge $500 per Thallium study, just 10 of those currently nonreferred patients per month would be worth $5000—$60,000 a year—in extra department income. Any isotope price reduction you’re likely to negotiante can’t come close to equaling that kind of bottom-line impact.

So the more effective strategy for survival is clear—help in convincing local practitioners to send you just a fraction of the patients they’re not sending you now. And that’s precisely what Medi-Physics proposes to offer.

Now, from Medi-Physics:
“The Professional Partnership Program”

Up until now, no one could blame you for buying isotopes on price, because the support you deserve to increase patient volume has been limited. But now, you have a choice:

Medi-Physics will support its customers with the most innovative referral-generation program in the history of nuclear medicine. That program, called the Medi-Physics “Professional Partnership Program” (PPP), could add tens—even hundreds—of thousands of dollars in outpatient income per year to each participating department.

To learn more about PPP, available exclusively from Medi-Physics, contact your local Medi-Physics representative, or call 1-800-MEDI-123.

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Circle Reader Service No. 4
EUROPEAN NUCLEAR MEDICINE CONGRESS 1987
Budapest, Hungary • August 24–28, 1987
The New Trends and New Possibilities in Nuclear Medicine

The Society of Nuclear Medicine–Europe – 25th Meeting
The European Nuclear Medicine Society – 10th Meeting
The Hungarian Nuclear Medicine Society – 5th Meeting

SCIENTIFIC PROGRAM
Plenary Sessions:
Instrumentation by A. Todd-Pokropek, UK
Radiopharmacology by A.P. Wolf, USA
Endocrinology by G. Riccabona, Austria
Cardiology by R. Itri, France
Neurology by I. Podreka, Austria

Scientific papers (the deadline for Abstracts is over)
Technicians (Technologists) Program, Pre- and Post-Congress Meetings
Works in Progress: Full manuscripts can be submitted up to August 5, 1987, to the Congress Secretariat: Prof. L. Csernay, Institute of Nuclear Medicine, University Medical School, H-6720 Szeged, Karanyi fador 8, Pf. 469, Hungary.

EXHIBITION
Comprehensive scientific exhibitions (Hevesy Memorial Exhibition & History of Nuclear Medicine in Europe) and commercial exhibition of equipment and radiopharmaceuticals.

SOCIAL PROGRAM
An elaborate social program has been planned, including: the Opening Ceremony with a concert in the Congress Palace of Budapest, a wine-and-cheese welcoming party; an evening in the Castle of Buda, featuring renowned opera singers, organ music, and a reception in the National Gallery; a banquet and dance; a farewell luncheon; and the first European Nuclear Medicine Tennis Championship. Ladies’ programs: Sight-seeing, fitness program, cooking course, walking tour in Buda Castle. Excursions to Szentendre, to Esztergom and to the Hungarian puszta. Possibility to take part in further optional tours before and after the Congress.

Registration: Members of the Society of Nuclear Medicine–Europe (SNME) and of the European Nuclear Medicine Society (ENMS) will be admitted free of charge. Registration fee for all others: 210 Swiss francs by June 20, 1987, and 300 Swiss francs after June 20, 1987

Travel Arrangements: Garber Travel, the officially appointed U.S. agent for the SNM in the coordination of travel arrangements to the European Nuclear Medicine Congress, will offer the lowest possible fare and hotel accommodations in Budapest. Garber has agreed to receive Congress Registrations in U.S. dollars for all registrants who are booking book air and land arrangements. Call Toll-Free from outside Massachusetts 1-800-225-4750 or (617) 787-0600. Ask for Nuclear Medicine Congress Desk. For detailed information contact: GARBER TRAVEL, P.O. Box 404–Dept. 91-7025, Brookline, MA 02146. Mailing address for payment and further information: Ms. D. Kanizsay, OTP-Penta Tours Kft., H-1453 Budapest 92, POB 34, HUNGARY. Telephone: 00-36-1-189-541

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“New Approaches to Radiolabelling Blood Cells and Imaging Thrombus and Inflammation”

Recent advances in 99mTc labelling of leucocytes, radiolabelling of platelets and thrombi with monoclonal antibodies, and clinical applications in the management of inflammation and thrombosis will be presented at this meeting.

For further information please contact:
Prof. JP Lavender
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The Hammersmith Hospital
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England

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The Journal of Nuclear Medicine
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58 year old male admitted with chest pain. Systemic streptokinase was started immediately. Images were obtained 24 hours after injection of Myoscint and 27 hours after beginning therapy. Images courtesy of Dept. of Nuclear Medicine, Spedali Civili, Brescia, Italy.

56 year old male with chest pain. ECG revealed ST-T depressions in inferior leads. Planar imaging was performed 20 hours after injection of Myoscint. Images courtesy of Emory University School of Medicine, Atlanta, Georgia.

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- NMA Medical Physics Services
- Nuclear Associates
- Nuclear Medicine Consulting Firm
- Viox Corporation

Many nuclear medicine departments are already closing in on their Dollar Power savings goals. If you’re not already participating, start now! Contact your Mallinckrodt or Diagnostic Imaging Services representative for full details.

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Circle Reader Service No. 46
HELP PROMOTE NUCLEAR MEDICINE WEEK
July 27 – August 2

Nuclear Medicine Week will be celebrated by nuclear medicine professionals across the country during the week of July 27–August 2, 1987. Sponsored by The Society of Nuclear Medicine and Technologist Section, Nuclear Medicine Week has been developed to heighten public awareness of the progress nuclear medicine has made in the diagnosis and treatment of disease.

YOUR SUPPORT IS NEEDED in promoting Nuclear Medicine Week. The Society has prepared a set of guidelines for promoting the Week in your local area. We also have posters, buttons and stickers available for your hospital to purchase. Please use the convenient order form on the back of this page.

For further information in obtaining a set of guidelines and/or purchasing any promotional materials, please contact:

Virginia M. Pappas, CAE
The Society of Nuclear Medicine
136 Madison Avenue, Dept. 687J
New York, NY 10016-6760
(212)889-0717

WE NEED YOUR SUPPORT!

Circle Reader Service No. 163
Help Promote Nuclear Medicine Week
July 27 - August 2, 1987

The following materials are available for promoting Nuclear Medicine Week in your area.

**Posters** — Two posters have been designed for this year and appear in color in the April issue on page 107.

Posters are $4.00 each, 3 for $10.00. For orders of more than 10, posters are $3.00 each.

I would like ________ copies of poster #1 $ ____________
(photographs of patients undergoing nuclear medicine procedures)

I would like ________ copies of poster #2 $ ____________
(colorful collage of a heart scan)

**Buttons** — $1.00 each

I would like to order ________ buttons $ ____________

**Stickers** — $.10 each

I would like to order ________ stickers.
(Minimum order is 10 stickers) $ ____________

Total $ ____________

☐ I would like to order a free set of Guidelines for Promoting Nuclear Medicine Week.

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**Payment must be enclosed with your order. Make checks payable to:**

The Society of Nuclear Medicine

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Hospital/Company

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... all with small intrapopulation variance

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**Inter-unit Variation**—directly comparable
... 1% among hundreds of instruments

**Support**—unparalleled expertise
... medical physics, applications, and service

See why over 80% of worldwide clinical users come to LUNAR for dual-photon systems. Our commitment to excellence guarantees your clinical success.

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<th>50 Years</th>
<th>60 Years</th>
<th>70 Years</th>
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<tr>
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<td>83%</td>
<td>60%</td>
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<td>FEMUR</td>
<td>97%</td>
<td>88%</td>
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- Rapid transit time.
- Rapid hepatobiliary excretion.
- May be used up to 18 hours after reconstitution.

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See additional information and Brief Summary on following pages.
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See brief summary on adjacent page.
CHOLETEC®

Kit for the Preparation of Technetium Tc 99m Mebrofenin

DESCRIPTION

Each reaction vial contains a nonradioactive, sterile, nonpyrogenic mixture of 45 mg mebrofenin, 0.54 mg (minimum) stannous fluoride dihydrate, SnF₂·H₂O and 1.03 mg total tin, maximum (as stannous fluoride dihydrate, SnF₂·H₂O), not more than 5.2 mg methylparaben, and 0.56 mg propylparaben. The pH is adjusted with sodium hydroxide or hydrochloric acid prior to lyophilization. The contents of the vial are lyophilized and sealed under nitrogen at the time of manufacture. The pH of the reconstituted product is 4.2 to 5.7.

When sterile, pyrogen-free sodium pertechnetate Tc 99m injection is added to the vial, the diagnostic agent Technetium Tc 99m Mebrofenin is formed for administration by intravenous injection.

INDICATIONS AND USAGE

Technetium Tc 99m Mebrofenin is indicated as a hepatobiliary imaging agent.

WARNINGs

The theoretical possibility of allergic reactions should be considered in patients who receive multiple doses.

PRECAUTIONs

General

Contents of the reaction vial are intended only for use in the preparation of Technetium Tc 99m Mebrofenin and are not to be administered directly to the patient.

Delayed or non-visualization of the gallbladder may occur in the immediate post-prandial period or after prolonged fasting or parenteral feeding. Functional biliary obstruction may accompany chronic cholecystitis or pancreatic. In addition, patients with hepaticocellular disease may show nonvisualization or delayed visualization of the gallbladder. Delayed intestinal transit may also be noted in such patients. Juvenile hepatitis may be associated with gallbladder nonvisualization and the failure to visualize activity in the intestine. Administration of meperidine or morphine may delay intestinal transit of the imaging agent and may result in nonvisualization. Severe patients may show absent or delayed hepatobiliary clearance. Thus, a positive finding does not itself permit a differential diagnosis of any of the above conditions and should be evaluated in the light of the total clinical picture and results of other diagnostic modalities.

The components of the kit are supplied sterile and non-pyrogenic. Aseptic procedures normally employed in making additions and withdrawals from the sterile, non-pyrogenic containers should be used during the addition of the pertechnetate solution and the withdrawal of doses for patient administration. The technetium Tc 99m labeling reactions involved in preparing the agent depend on maintaining the stannous ion in the reduced state. Any oxidant present in the sodium pertechnetate Tc 99m supply may, thus, adversely affect the quality of the radiopharmaceutical. Hence, sodium pertechnetate Tc 99m containing oxidants should not be employed. Radiopharmaceuticals should be used only by physicians who are qualified to administer in the safe use and handling of radionuclides and whose experience and training have been approved by the appropriate government authority authorized to license the use of radionuclides.

As in the use of any radioactive material, care should be taken to minimize radiation exposure to the patient consistent with proper patient management and to ensure minimum radiation exposure to occupational workers. Tc 99m Mebrofenin should be formulated no more than 18 hours prior to clinical use.

Carcinogenesis, Mutagenesis, Impairment of Fertility

No long term animal studies have been performed to evaluate carcinogenic potential or whether Technetium Tc 99m Mebrofenin may affect fertility in males or females.

Pregnancy Category C

Animal reproduction studies have not been conducted with Technetium Tc 99m Mebrofenin. It is also not known whether Technetium Tc 99m Mebrofenin can cause fetal harm when administered to a pregnant woman or can affect reproductive capacity. Technetium Tc 99m Mebrofenin should be given to a pregnant woman only if the expected benefits to gain desired outweigh the potential hazards.

Ideally, examinations using radiopharmaceuticals, especially those elective in nature, in women of childbearing capability, should be performed during the first few (approximately 10) days following the onset of menses.

Nursing Mothers

Technetium Tc 99m is excreted in human milk during lactation. Therefore, formula feedings should be substituted for breast feedings.

Pediatric Use

Safety and effectiveness in children below the age of 18 have not been established.

ADVERSE REACTIONS

Although no adverse reactions have been reported specifically for Technetium Tc 99m Mebrofenin, rare cases of pruritic rash, chills, and nausea have been reported with related compounds.

HOW SUPPLIED

Choletec (Kit for the Preparation of Technetium Tc 99m Mebrofenin) is supplied in kits of 10 reaction vials.

References


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If you would like to receive product information directly from a supplier who is advertising in this issue, simply circle the number on your reader service card that corresponds to the number on the ad. Then fill in your name and address, tear out the card, and drop it in the mail. United States postage is already paid, so it costs you nothing to take advantage of this service.

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23A
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Imagine what it would take to make your own pharmaceuticals — material costs, special equipment, more space, rigid regulations, quality control, higher liability, more paperwork — and so much time.

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Published in June 1986, SPECT: A PRIMER, is already revised and in its second printing due to its wide reception from the nuclear medicine community. With this new book, nuclear medicine technologists can now expand their knowledge of the specialty to encompass the increasingly important modality of SPECT. The Primer answers the technologist’s fundamental questions about SPECT, as both a text and as an extension of any manufacturer’s operating manual.

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STAFF POSITION/RADIO-PHARMACEUTICAL DEVELOPMENT. The Nuclear Medicine Group in the Health Physics and Safety Division of the Oak Ridge National Laboratory seeks highly qualified individuals with diversified training and interests. Experience in radiopharmaceuticals and postdoctoral training in synthetic organic chemistry, and medicinal or pharmaceutical chemistry will be considered. Experience in radiopharmaceutical development is desirable, Duties involve the design and synthesis of substrates, and the development of new radiopharmaceuticals for use in nuclear medicine. Interaction and collaboration with other divisions at the Laboratory and extramural clinical nuclear medicine programs is encouraged. The Laboratory offers excellent working conditions in the heart of the east Tennessee mountain and lake region, located 20 miles west of Knoxville and less than 10 miles from the city of Oak Ridge. The Laboratory is a multidisciplinary installation operated by Martin Marietta Energy Systems, Inc., for the U.S. Department of Energy. U.S. Citizenship required. Please send resume, three letters of recommendation, and academic transcripts to: J.T. Atkinson, Technical Employment Manager, Oak Ridge National Laboratory, P.O. Box X, Bldg. 3047, Oak Ridge, TN 37831-6216. Affirmative Action/EEO.

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Marketing Guidelines for Nuclear Medicine Departments

Du Pont now has a free brochure available that describes the company's marketing education program for nuclear medicine departments. The brochure highlights Du Pont's "Guide to Marketing Nuclear Medicine," which provides a step-by-step process for individual departments to develop their own marketing plans for nuclear medicine procedures. It covers such topics as identifying the market, evaluating your nuclear medicine department's competitive position, selecting strategies, and implementing the marketing plan. Du Pont, Marketing Communications, Diagnostic Imaging Div., 331 Treble Cove Rd., North Billerica, MA 01862.

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Departmental PACS

ADAC Laboratories has linked the MicroVax-II, which has a multituser, multitasking VMS operating system, to its nuclear medicine computer family. With Proview, special mouse-driven display software has been implemented with centralized processing stations. High-resolution 1024 and 512 resolution is also available with the company's IBM-AT compatible Viewpoint display system, "thereby providing true PACS [picture archiving and communications system] capabilities within the nuclear medicine department," according to the company. ADAC Laboratories, 540 Alder Dr., Milpitas, CA 95035.

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"NMR Microscope"

Bruker Instruments, Inc., has introduced a nuclear magnetic resonance (NMR) accessory of high-resolution microscopic imaging. Dubbed the "NMR microscope," the accessory is designed for the company's wide-bore AM and MSL systems, and makes a variety of microscopic imaging techniques available to researchers, according to the company. These techniques include T1/T2 imaging, multiecho, multislice, volume selective spectroscopy, chemical shift imaging, diffusion imaging, and multi-nuclear imaging. The complete package includes software and image processor, and requires minimal or no modification of the standard spectrometer, according to the company. Bruker Instruments, Inc., Manning Park, Billerica, MA 01821.

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Instrument Calibration Service

Nuclear Sources and Services, Inc., now provides a computerized calibration service for portable radiation detection instruments. Multipoint calibrations are provided on equipment for detecting alpha, beta, gamma, and neutron radiation, and the customer is notified by mail one month before the next calibration due date. Nuclear Sources and Services, Inc., PO Box 34042, Houston, TX, 77234.

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Nuclear Medicine Data Acquisition Systems

Radiation Monitoring Devices (RMD), Inc., has introduced personal computer-based nuclear medicine data acquisition systems configured with 1-10 detector channels. The systems include miniature solid state cadmium telluride (CdTe) radiation detectors, supporting detector electronics, and computer hardware/software necessary to acquire, store, and graphically display count rate versus time data. Applications for these systems include, but are not limited to, measurement of various physiologic parameters such as muscle tissue blood flow and regional cerebral blood flow.

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