

NUCLEAR MEDICINE COMES TO NETWORK TELEVISION



James M. Sylvester, MD

FOR SOME TIME, MANY OF us in nuclear medicine have recognized the need to communicate our message more effectively to referring physicians, health industry leaders and the general public. With this in mind, the Professional and Public Information Program of the American College of Nuclear Physicians, with help from members of the ACNP Corporate Committee, have begun work on a network television series

to be broadcast on American Medical Television, viewed week-ends on CNBC (NBC cable network). Nuclear Medicine Update is a series of half-hour programs, each of which covers a single medical problem which can be diagnosed or otherwise helped by nuclear medicine. Each episode has been approved for one-half hour of Category I Continuing Medical Education credit by the AMA. The initial episodes will examine nuclear medicines' role in common problems such as: the work-up of a patient with nonspecific chest pain; the use of bone scanning to determine the location and extent of stress fractures and the diagnosis of cere-

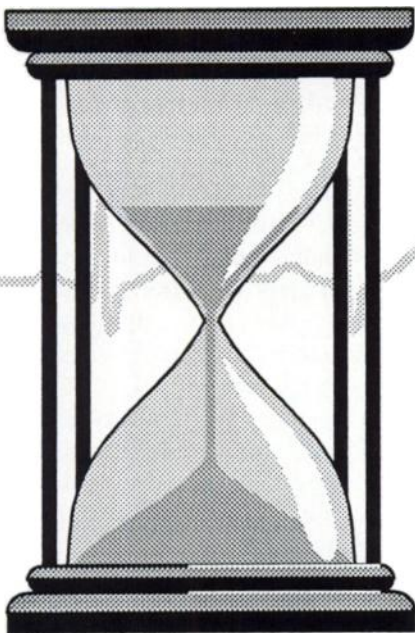
brovascular disease. This problem-based approach to nuclear medicine techniques will highlight the specialty's relevance to common medical problems. An editorial review board, consisting of Dr. Henry Wagner, Dr. Conrad Nagle, Dr. Mark Evans of the AMA, and myself, will review the content of each episode for clinical and scientific accuracy and timeliness of content.

Nuclear Medicine Update, debuts on CNBC on November 20, 1994 at 12:30 pm (EST). I would encourage all members of the Society of Nuclear Medicine to lend their support to the ACNP and to this extraordinary project. Individual nuclear medicine physicians may wish to integrate local promotion of the program into their overall practice marketing efforts. The American College of Nuclear Physicians stands ready to assist them.

Nuclear medicine has a great deal to offer the patient, referring physician and society as a whole. As nuclear physicians, we have heretofore done much to advance our specialty but comparatively little to promote it. This new national forum represents a major step forward.

*James M. Sylvester, MD
Nuclear Medicine Department
Our Lady of the Lake Regional Medical Center
Baton Rouge, LA*

TIME



In gated SPECT studies, saving time means more successful acquisitions, greater patient throughput, and higher revenue.

Losing time causes more patient recalls, fewer studies completed, and a drop in profit.

Isn't it **TIME** you used the ECG trigger/monitor that never misses a beat?
IVY The ECG trigger/monitor that never wastes your time or money.

For in depth information on IVY trigger/monitors and their extraordinary two year warranty, contact:

Diagnostix Plus, Inc.

Exclusive distributors for IVY trigger/monitors

(516) 742-1939

Circle Reader Service No. 29