

# Imaging Healthcare Specialists

## Locations



With over 30 years serving the radiology needs of Southern Californians, IHS has earned an outstanding reputation for state-of-the-art medical imaging technology, highly specialized doctors and exceptional customer service to patients and the physicians who care for them.

Our experienced staff of board certified radiologists, technologists and support personnel are committed to providing the most accurate, safe, timely and caring medical imaging and minimally invasive procedures to treat health conditions that used to require surgery. With multiple locations throughout San Diego and the surrounding communities, there's an IHS center convenient to where you live or work!

**For more information, talk to your doctor or call 858-888-4398.**

**Vista**  
(Ultrasound Services Only)  
1000 Vale Terrace Drive  
Vista, CA 92084

**Oceanside (Tri-City)**  
3601 Vista Way, Bldg A, Ste 101  
Oceanside, CA 92056

**Encinitas**  
477 N. El Camino Real, Bldg A,  
Ste 102  
Encinitas, CA 92024

**Poway**  
12620 Monte Vista Road, Ste A  
Poway, CA 92064

**La Jolla**  
(Golden Triangle)  
4150 Regents Park Row, Ste 195  
La Jolla, CA 92037

**Kearny Mesa**  
(MRI Services Only)  
3939 Ruffin Road, Ste 102  
San Diego, CA 92123

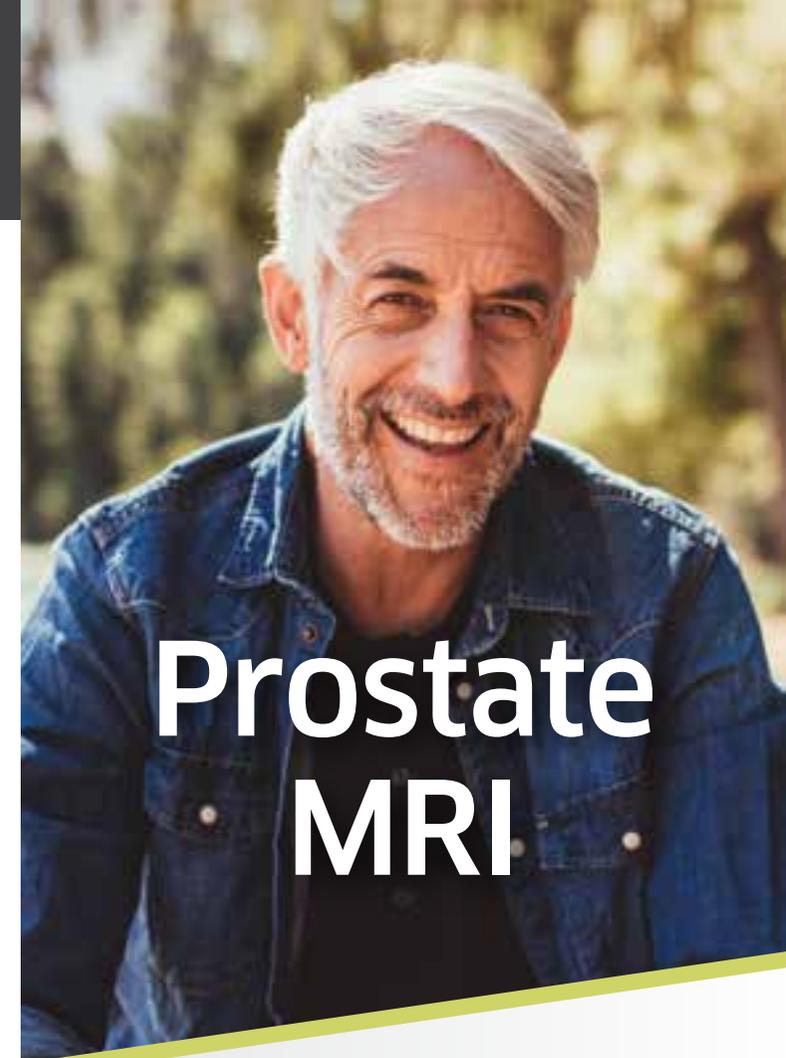
**San Diego (Alvarado)**  
6386 Alvarado Court, Ste 121  
San Diego, CA 92120

**Hillcrest**  
150 W. Washington Street  
San Diego, CA 92103

**Logan Heights**  
(X-ray/Ultrasound Only)  
1809 National Avenue, Ste 2104  
San Diego, CA 92113

**Chula Vista**  
(South Bay)  
333 H Street, Ste 1095  
Chula Vista, CA 91910

**858-888-4398**  
IHSMenHealth.com



# Prostate MRI

A better way to  
detect and assess  
prostate cancer

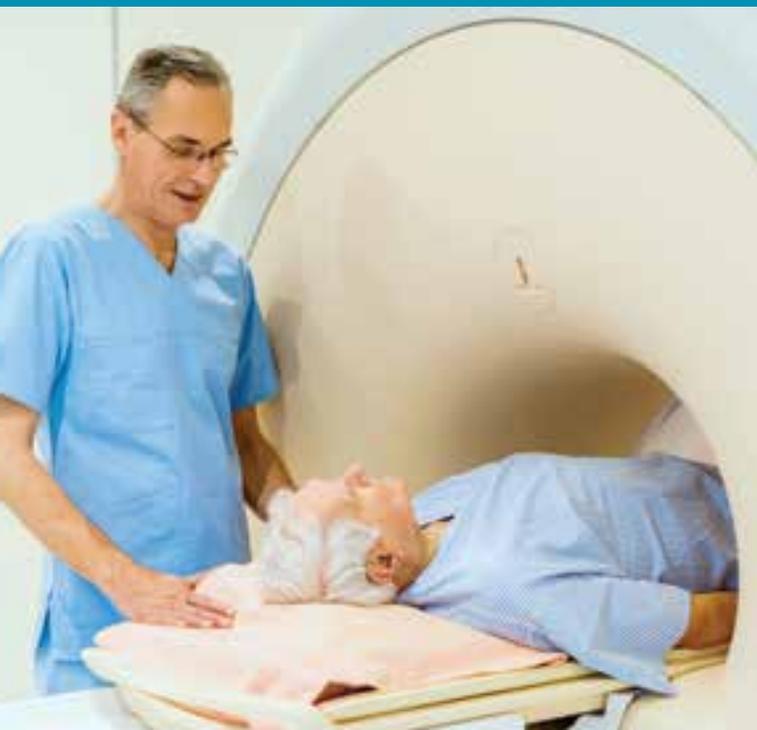
1. Shukla-Dave A, et al. Role of MRI in prostate cancer detection. NMR Biomed. 2014 Jan;27(1):16-24. doi: 10.1002/nbm.2934. Epub 2013 Mar 13.

2. Changing View - MRI, CAD and Diagnosing Prostate Cancer. By Beth W. Orenstein. Radiology Today, January 26, 2009

# A superior tool for the detection and assessment of prostate cancer

It is not uncommon for patients at an elevated risk for prostate cancer to experience repeated, negative biopsies. However, there are many instances where the patient actually does have life-threatening prostate cancer—the biopsy is simply missing it. In other cases, men with slow-growing and/or relatively harmless cancers are over-treated, which can cause debilitating side-effects with no improvement in survival.

A new tool has emerged to provide better detection and assessment of suspected prostate cancer. Known as multi-parametric prostate MRI (mpMRI), this test can help you and your doctor to better understand your risk, and help contribute to more targeted and effective treatment of the disease.



## The Challenges of Traditional Assessment

In the past, the standard approach for prostate cancer detection was to conduct PSA screening, and when the screening showed elevated PSA levels, a transrectal ultrasonography (TRUS)-guided biopsy was recommended. Unfortunately, this approach has been shown to have low sensitivity and provides limited information about the true extent and aggressiveness of the cancer.<sup>1</sup>

During a biopsy, only about 1% of the prostate gland is sampled. This means that tumors can be easily missed, especially near the top of the gland where obtaining a biopsy is more challenging.

Studies show that biopsies miss about 20% of all malignancies and generally underestimate the disease<sup>2</sup>. Because of this, prostate cancer continues to be a leading cause of death in men, equivalent in death rate and financial impact to breast cancer in women.

*“At IHS, we’ve made prostate MRI a practical front-line assessment tool to use before biopsy. It’s safe, accurate and affordable, and it can help significantly reduce the number of unnecessary biopsies and the associated side effects.”*

- Dr. Ross Schwartzberg

## The Advantages of Prostate MRI

MRI allows doctors to better visualize the entire prostate gland. This can help to rule out the need for a biopsy, or if one is needed, it can ensure that biopsies are taken from the most suspicious areas—and not just randomly.

IHS is the only imaging center network in San Diego to use restriction spectrum imaging (RSI) with prostate MRI. This advanced technology not only provides exceptionally detailed images of the prostate gland, it is capable of better distinguishing normal tissue from cancerous tissue.

When you combine this technology with our expertise in interpreting these exams, prostate MRI can help detect or rule out suspected cancer, determine cancer stage, conclude whether the cancer is contained and help you and your doctor determine an appropriate course of treatment. We can also detect other, non-cancerous diseases of the prostate, such as prostatitis (infection) or BPH (enlargement).

Prostate MRI is safe, accurate and painless, and has been shown to identify cancer in more than 50% of men whose initial biopsy was negative.

## Is Prostate MRI right for me?

Prostate MRI is recommended if you have:

- Elevated PSA and another risk factor for prostate cancer
- Experienced repeated, negative biopsies
- Already been diagnosed with prostate cancer, in particular small-volume, higher Gleason grade disease

If you are at risk for prostate cancer, prostate MRI may provide the “missing piece” of information needed to catch aggressive cancers early and avoid unnecessary treatment of cancers that pose little to no risk to your health.