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the gateway to learning about medical diagnostic imaging and interventional radiology procedures offered by

**Radiologic Associates of Fredericksburg**

- Largest provider of medical imaging services in the Fredericksburg area.
- Accredited imaging facilities for mammograms, breast biopsies, MRI, CT, CT Angiography, PET, X-rays, virtual colonoscopies and other services.
- 24/7 coverage by board-certified physicians, working closely with referring physicians.

**Virginia Interventional and Vascular Associates**

- Fredericksburg area's only interventional radiology practice.
- Specializes in minimally invasive procedures - possible alternatives to major surgery.
- The area's only board-certified vascular surgeon.
- Provides comprehensive vascular care, including ultrasound tests and vascular surgery.
- Treats peripheral vascular disease, compression fractures from osteoporosis, cancer, uterine fibroids, varicose veins, kidney disease/failure, carotid artery disease, abdominal aortic aneurysm and many other diseases.

www.imagingway.com

**Interventional Radiology and Vascular Surgery Services**

Michael P. McDermott, M.D. >>>  
John J. McLaughlin, M.D. >>>  
R. Donald Doherty, Jr., M.D. >>>  
John D. Statter, M.D. >>>  
Victor J. D'Addio, M.D. >>>  
John D. Gleason, M.D. >>>  
Larry Koenig, M.D. >>>

**Virginia Interventional and Vascular Associates (VIVA) is the Fredericksburg area's only interventional radiology practice. We are part of Radiologic Associates of Fredericksburg. Our interventional radiologists and vascular surgeons are experienced, board-certified physicians with advanced training.**

VIVA specializes in minimally invasive treatments that improve the lives of patients with a variety of medical conditions. We provide painless ultrasound exams to diagnose serious vascular disease. We also offer comprehensive vascular care, including vascular surgery services.

**Minimally Invasive Treatments: Possible Alternatives to Major Surgery**  
Our interventional radiologists combine their skills in reading medical images and performing procedures to diagnose and treat a variety of medical conditions.

- Compression fractures from osteoporosis
- Cancer therapies
- Uterine fibroids
- Kidney disease/failure
- Cancer or dialysis treatment support
- Many other conditions

**Comprehensive Vascular Care: From Same-Day Vein Treatments, to Aneurysm Repair**  
VIVA interventional radiologists and vascular surgeons combine their expertise to provide treatments for patients with the following conditions:

- Peripheral arterial disease (PAD)
- Carotid artery disease
- Varicose veins/spider veins
- Abdominal aneurysms
- Claudication
- Other vascular diseases

VIVA doctors live and work in our local community, offering patients and referring physicians:

- High-end expertise. Nontown touch.
- Rapid recovery. Rapid results.
- Referring physician support. Timely reports.
- Easy access. Convenient location.
- Board certified, fellowship trained, CAQI certified physicians.
- Specialties usually located only near major urban medical centers.
- IR outpatient facility: one of the first in VA.
- State-of-the-art equipment and training.
- Caring staff, exercising concern.

www.vivassociates.com

**Uterine Fibroid Embolization/Uterine Artery Embolization**

Uterine fibroids are growths that can develop in the wall of the uterus. They are not cancerous. While fibroids do not always cause symptoms, their size and location can lead to problems for some women, including pain and heavy bleeding.

Uterine fibroid embolization cuts off the blood supply to uterine fibroids, causing them to shrink and symptoms to subside. Fibroids eventually die. This procedure can prevent the need for a hysterectomy, allowing patients a much faster recovery.

The same procedure can be used to stop life-threatening postpartum bleeding; in these cases it is known as uterine artery embolization.

Studies have shown that uterine fibroid embolization is safe and effective. The American College of Gynecology states that the procedure is "a safe and effective option" for the treatment of uterine fibroids. Many insurance plans cover it.

Read Uterine Fibroid / Artery Embolization Details  
Uterine Artery Embolization FAQ's  
View Uterine Fibroid Video

Source: Society of Interventional Radiology, Virginia Interventional and Vascular Associates

"This procedure can prevent the need for a hysterectomy, allowing patients a much faster recovery. Many insurance plans cover it."

www.vivassociates.com/Uterine\_Fibroid\_Embolization

Google search results for "uterine fibroid embolization". The top result is "Uterine Fibroid Embolization - Safe & Effective Option for the Treatment of Uterine Fibroids" from www.vivassociates.com. A green arrow points to this result with the text "Google search displays Viva Associates first".

Other search results include "Uterine Fibroid Embolization - Cutting edge w/out the Cutting. Non Invasive Uterine Fibroid Treatment" and "Uterine Fibroid Embolization - How Do They Affect Fertility? Find The Advice & Support You Need."

**ImagingAdvances**  
VIVA Blends Specialties to Provide Complete Vascular Care Services

**Radiation Safety Management: Always an Important Goal**

Medical radiation exposure has been a recent topic in the lay press. While ultrasound and magnetic resonance imaging (MRI) do not expose patients to ionizing radiation, others such as film radiographs, and fluoroscopy, do. All of these studies have revolutionized the practice of medicine and saved countless lives. Nevertheless, too much medical radiation may possibly lead to the development of malignancy 15-20 years in the future.

How many X-rays or CT scans can a patient have before he or she is certain? "No one knows for certain," said Christopher M. Meyer, MD, board-certified diagnostic radiologist with Radiologic Associates of Fredericksburg (RAF). "There is no known lifetime dose threshold for radiation and cancer. In every procedure, however, it is our responsibility to ensure that our patients' lifetime exposure to medical radiation is kept as low as reasonably possible while still detecting disease as early as possible."

RAF strives to provide the highest-quality images while keeping exposure to medical radiation as low as possible. The practice has several precautions in place to manage patient safety:

- Dose modulation.** The amount of radiation administered is automatically adjusted based on the size of the patient or body part. Larger patients and larger body parts require more radiation to penetrate the body and

**Vascular Surgeon Victor J. D'Addio, MD performs an outpatient procedure at VIVA.**

VIVA is the interventional radiology and vascular surgery practice of Radiologic Associates of Fredericksburg. The group's board-certified, fellowship-trained interventional radiologists are Michael P. McDermott, MD, and John D. Gleason, MD. The group also includes the community's only board-certified vascular surgeon, Victor J. D'Addio, MD, FACS, and vascular surgeon Larry Koenig, MD. Dr. Koenig joined VIVA in July and is in the process of obtaining board certification.

Following their general surgery residency, VIVA's interventional radiologists completed a four-year diagnostic radiology residency and an additional year of fellowship training in many cases, translates into greater experience handling vascular conditions and, in example, Mary Washington Healthcare (MWHC) statistics indicate that Dr. D'Addio performed 165 of the total 239 carotid endarterectomy procedures at MWHC facilities from 2007 to 2009, and 40 of the total 56 lower extremity bypass procedures at MWHC facilities from January 2010 to June 2010.

"Since Dr. Koenig's arrival in July, VIVA has been treating a growing vascular surgery caseload," Dr. D'Addio said. "We perform procedures at Mary Washington Hospital, Administrative Office: 10401 Spotsylvania Avenue, Suite 200, Fredericksburg, VA 22408 • (540) 361-1000 • www.imagingway.com

VIVA Web Traffic January 1, 2010-December 31, 2010

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Visits	411	346	404	350	330	325	414	374	386	502	371	347
Page Views	1560	1038	1317	1171	1018	912	1465	1218	1144	1605	1401	1061
Unique Visitors	322	287	331	296	289	278	342	327	310	395	299	296

  

Traffic Sources (shown in percentages)	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Direct	12.9	21.97	18.56	16.86	14.55	9.23	10.87	14.97	12.18	19.92	14.82	15.27
Referring Sites	26.76	13.58	15.84	21.43	14.24	20.92	21.74	18.45	18.39	19.52	19.14	18.16
Search Engines	60.34	64.45	65.59	61.71	71.21	69.85	67.39	66.58	69.43	60.56	66.04	66.57

VIVA's average monthly procedure volume for 2008 (prior to the website) was 556 procedures/month. VIVA's average monthly procedure volume for 2010 was 790 procedures/month. An increase of 234/month or 29.6%