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The Urology Group and ProScan Collaboration Targets Prostate Cancer with Better Accuracy

CINCINNATI (March 28, 2016) – ProScan Imaging and The Urology Group have formalized a multi-site partnership to provide advanced imaging technology and a higher level of care to men who are at high risk for aggressive forms of prostate cancer.

Fusion technology will allow physicians with The Urology Group to combine the benefits of MR (Magnetic resonance) imaging of the prostate and real time ultrasound for select patients in an effort to increase detection of cancer. ProScan will provide all of the MR imaging.

“We adopted this technology and partnered with ProScan in order to provide the best diagnostic testing for our patients and to better detect aggressive cancers,” said Dr. Gary Kirsh, president of The Urology Group. “Prostate cancers are very diverse. Some are aggressive and need treatment, while others are less aggressive and may be monitored. We are committed to tailoring diagnosis and treatment as best we can as medical knowledge and technology advance.”

A newly acquired Artemis device enables the MRI-guided biopsy at The Urology Group’s Norwood location. A patient’s MRI is uploaded to the device, reconstructed into a 3D image, and superimposed like an anatomical map over a 3D real-time ultrasound image. Physicians use the resulting combined image to target the areas needed for biopsy.

The fusion biopsy technology is capable of viewing 100 percent of the prostate to look for suspicious areas, unlike traditional biopsies that fail to sample the central/transitional zone in the top half of the prostate. Benefits of the new procedure include:

- Target areas that may be missed on the standard biopsy
- Improved cancer detection in patients with a suspicious prostate MRI

“Our decades long, deep experience with MR of the prostate positioned us to work with The Urology Group, a respected, large, and nationally renowned practice. Their commitment to patient care, quality-driven metrics, and passion for our mutual patients, combined with our practices’ extensive information base has made this a unique opportunity to vet a promising technology on behalf of the citizens of the Tristate and our physician colleagues,” said ProScan CEO/Medical Director Dr. Stephen Pomeranz.

The Urology Group will use MRI-guided biopsy technology for those patients who require a second biopsy when follow up testing indicates they are at increased risk of harboring prostate cancer, and in follow-up biopsies in those patients being monitored for small slow growing prostate cancers that do not require immediate treatment.

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About The Urology Group

The Urology Group is one of the largest single specialty groups of urologists in the United States, with 38 physicians on staff. The Urology Group provides medical and surgical care for all diseases of the urinary tract in men and women and the genital tract of men. Headquartered in Cincinnati, Ohio, with a 55,000-square foot advanced care facility, the group includes offices extending from Northern Kentucky to Middletown, Ohio, and from Southeastern Indiana to Adams County, Ohio.

About ProScan

Headquartered in Cincinnati, Ohio, the ProScan Family of Companies is committed to providing healthcare professionals and their patients with exceptional medical imaging services. Our team of highly trained radiologists, technologists, IT and research specialists, educators, and support staff is fully committed to excellence in customer service and the clinical interpretation of MRI, CT, ultrasound, mammography, and X-ray images.