



According to Dr. Scott Gerst at Lenox Hill Radiology, tumors normally have a higher rate of metabolism than most tissues. Therefore, PET technology is ideal for tracking the metabolic growth rate of these cancerous lesions.

## High-Tech PET: An Advanced Way to Detect Disease

**P**ET, a revolutionary imaging technology that shows differences in metabolism between normal and abnormal tissues is now being used at Lenox Hill Radiology and Medical Imaging Associates P.C.—a physician owned diagnostic imaging center, located 1/2 a block from Lenox Hill Hospital—as a powerful tool in the early detection and treatment of a variety of cancers.

While CT and MRI identify the body's structures, PET creates a highly accurate picture of metabolic activity and can identify the precise location of cancers as small as a centimeter even at their earliest stages of growth. PET is the latest of new technologies for Lenox Hill Radiology, which was established in the 1980's to bring MRI to the Lenox Hill Hospital Community. It has the distinction of being one of the first MRI centers in NY and the country to achieve MR accreditation. According to **Scott R. Gerst, M.D.**, who joined the staff of Lenox Hill Radiology after completing a fellowship at Yale University, PET is a formidable tool because of its ability to detect cancerous lesions in their earliest

stages. PET imaging may also help patients avoid unnecessary surgeries, along with countless hours of uncertainty and anxiety.

### PET "Smart Beam" Technology Targets Cancer

New York Radiation Oncology Management LLP (NYROM), a cancer treatment center located on the floor below Lenox Hill Radiology is using PET's "Smart-Beam" technology to plan and localize radiation therapy. With information from the PET scan, the radiation oncologist can fine-tune the dose to the precise area of the tumor with the highest state of cellular activity. PET-guided radiation therapy delivers radiation more accurately than conventional planning, thus maximizing its effectiveness to the target tissues and sparing healthy surrounding tissues.

At NYROM, patients are treated by radiation specialists under the direction of **Silvia Formenti, M.D.**, Chairman of the Department of Radiation Oncology at New York University School of Medicine.

As needed, patients treated at NYROM have access to the most advanced cancer treatment options at NYU, including IMRT, brachytherapy, superficial hyperthermia and the gamma knife.

Says **Dr. Richard Cohen**, NYU Assistant Professor of Radiation Oncology, "the use of PET is already affecting treatment decisions: If the scan shows no change in the tumor or even a worsening of disease after radiation or chemotherapy, we can adjust the radiation dosage or recommend switching to a more effective chemotherapy agent." The latest research has shown that with the help of PET, oncologists have changed the treatment regimen for about one third of their patients.

### Fusion Imaging—An Advancement

PET and CT have revolutionized the way doctors look at the body—and each fills an important need. At Lenox Hill Radiology and NYROM a truly groundbreaking development is fusion imaging: the combining of PET/CT technology to

achieve visual integration of body structure and function in one fused image. **Dr. William Louie**, head of neuro radiology at Lenox Hill Radiology stated, "Pet scanning and fusion imaging are extremely sensitive for detection of primary and metastatic head and neck cancers, even prior to their detection on conventional imaging modalities.

"Ten years ago, this sounded like science fiction," Dr. Gerst said. "But now, it's clear the future is here."

Lenox Hill Radiology & Medical Imaging and Associates PC in addition to PET offers the full range of diagnostic imaging services, including high field MRI, open MRI, spiral helical CT, digital x-ray, mammography and nuclear medicine. The practice accepts most insurance plans.

For more information: (212) 772-3111. ■

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