



Beyond the Bore

March 2009

News about Philips Panorama High Field Open

One-day diagnosis with High Field Open at Mediferia

Mediferia is a multidisciplinary center for diagnosis and MRI research. Located in Amersfoort, Mediferia is one of the most comprehensive medical centers for joint and back pain in the Netherlands.

“Due to its open design, we can scan patients in a variety of positions, specific to their joints.”

Mediferia opened in January 2008 with a Panorama HFO. Hugo Hoeksma, Ph.D., is director of Mediferia. He says the staff sees approximately 100 patients per week, mainly for lumbar disc herniation, as well as shoulder, knee and cervical spine problems.

“Mediferia is different from other MRI centers,” says Dr. Hoeksma. “We specifically focus on movement disorders. Furthermore, we provide a true one-stop-shop diagnostic service, because all patients are examined within one day. Secondly, we of course have a unique open MRI system, the Philips Panorama HFO.”



Panorama HFO accommodates all patients

Dr. Hoeksma says the Panorama is the perfect complement to the diagnostic work at Mediferia. “It is much better than closed-bore machines, as it is more comfortable for our patients. Due to its open design, we can scan patients in a variety of positions, specific to their joints.”

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Because of its open patient space, the Panorama is also quite suitable for obese patients who would have difficulties being scanned in a conventional closed-bore system. People who are claustrophobic also appreciate the wide-open aperture of the Panorama. “The Panorama is also a great advantage for children,” says Dr. Hoeksma. “They can easily be accompanied by a parent.”

Large staff, strong associations

On staff at Mediferia are 14 radiologists, four neurologists, three orthopedic surgeons, two neurosurgeons, two psychologists, 10 manual therapists and four MRI operators. This multidisciplinary team guarantees a complete medical screening and diagnosis. Each patient is also assigned a case manager, who takes the patient from diagnosis through treatment arrangements with a physiotherapist, surgeon or other healthcare professional.

“We provide a true one-stop-shop diagnostic service, because all patients are examined within one day.”

Mediferia is associated with The Foundation Training Manual Therapy (SOMT), an educational institute that has more than 30 years experience in manual therapy, and a bio-psycho-social approach to health. “SOMT provides professionals, and a research environment that completes our quality cycle,” says Dr. Hoeksma.

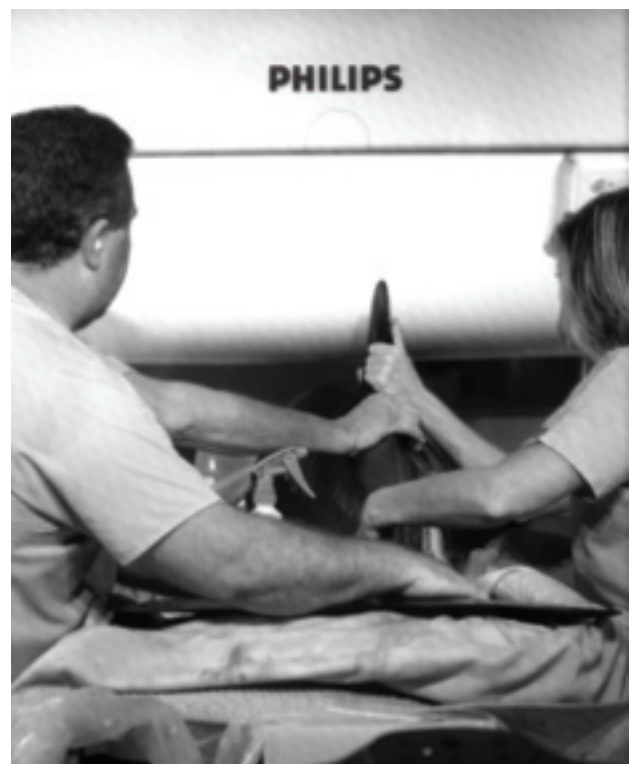
In addition, Mediferia cooperates closely with several hospitals and universities, and follows all guidelines of the Dutch Institute for Accreditation of Hospitals and ZKN, an association of self-standing, independent medical clinics in the Netherlands.

“We are a truly specialized center for movement disorders,” says Dr. Hoeksma. “Our effective, comprehensive approach to diagnosis helps clients get back to their daily activities quickly.” 🗣️

Rescued whales examined on Panorama HFO

After two pygmy whales became stranded near Boca Grande (Florida, USA), rescuers from nearby Mote Marine Laboratory suspected that one of them had a life-threatening brain lesion. The whale was brought to Stephen Miley, M.D. at Axxess Diagnostics in Sarasota (Florida, USA) for an MRI on the Panorama HFO.


The Panorama’s large aperture and open lines of sight enabled a successful scan of the whale, and an infection-related brain lesion was indeed discovered. The whale took antibiotics for the infection. 🗣️

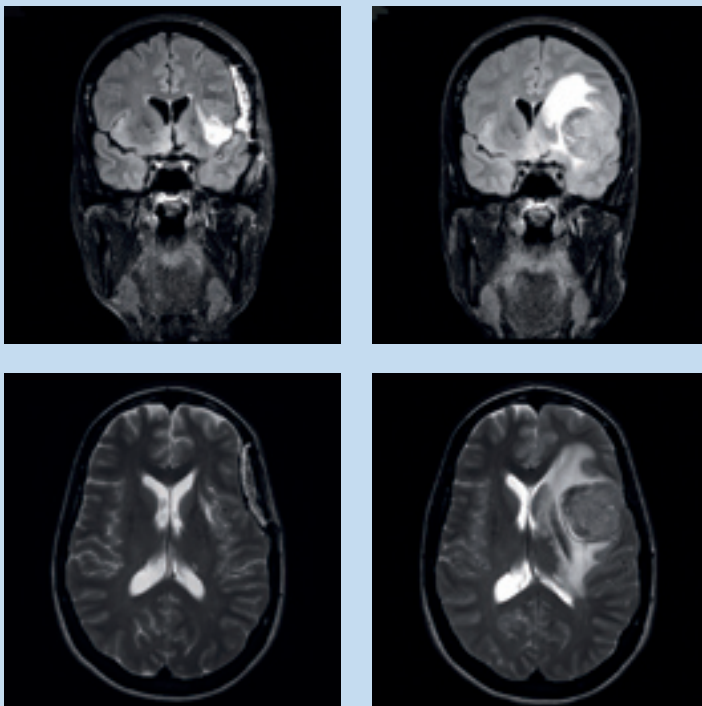


CLINICAL CASE Study

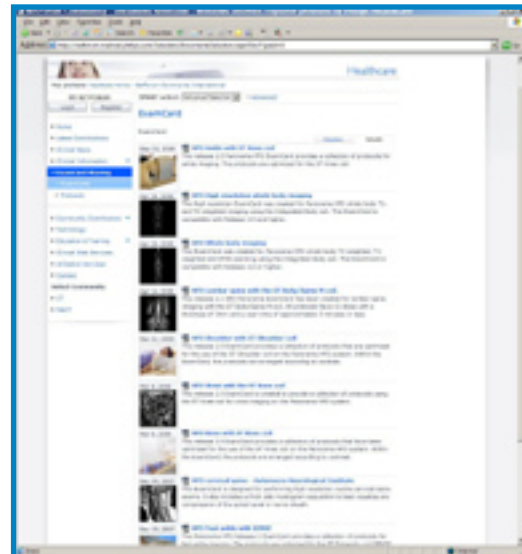
The Panorama HFO allows “Beyond the Bore” exams that are either not possible in cylindrical scanners or extremely difficult, enabling users to offer a wider range of services to referring physicians. The clinical case study in this issue shows a SmartExam follow-up exam, which compares a pre- and post-operation brain.

The axial T2W TSE and Coronal FLAIR images scanned with SmartExam provide valuable anatomical information about how the tumor mass and edema pushed back the normal brain structure and for evaluation after the operation.

Note that the slices are not exactly identical since the internal structure has changed after tumor resection. 



Images courtesy of Clinique Generale Beaulieu, Geneva, Switzerland



MRI NetForum offers many ExamCards for Panorama HFO

MRI NetForum is an online community where our Philips users share knowledge, experiences and best practices with other Philips MRI users from around the globe. It has more than 11,000 registrations and the number is steadily growing.

NetForum offers downloadable ExamCards, application tips, clinical cases, Web seminars and news items. Panorama HFO users find a great deal of useful information on NetForum, including numerous ExamCards for neuro, MSK, body and vascular imaging, with excellent example images included. Registration on NetForum offers access to additional information and services, including online user training and safety training modules. If you'd like to take a look or contribute to NetForum, visit www.philips.com/netforum.

Philips Field Strength contains Panorama HFO intervention article

An article regarding microtherapy with the Panorama HFO makes for interesting reading in the September issue of Philips' MR publication, *Field Strength*. Two German sites are using the Panorama for interventional microtherapy with very positive results. Procedures include catheter-based liver brachytherapy procedures and MR-guided minimally invasive surgeries.

To read this article, visit www.philips.com/fieldstrength 

PANORAMA HFO News

Beyond the Bore wraps up two successful years

In 2006 we began publication of *Beyond the Bore*, providing a platform for our early Panorama HFO users and others who were interested to share their clinical and business experiences with this unique open MR system.

With the Panorama community growing at a steady pace and the Panorama firmly established as a strong and proven solution around the globe, it is time to merge *Beyond the Bore* into *Philips Field Strength*, a respected magazine all about, and intended for, our Philips MR users.

Field Strength is published three times a year, and will feature articles that illustrate the unique capabilities of the Panorama HFO. Please go to www.philips.com/fieldstrength to read exciting and informative articles, or to subscribe to *Field Strength*.

Thanks for your interest in *Beyond the Bore*!

New breast biopsy device from Philips

A new breast biopsy device has been introduced for the Panorama HFO. The biopsy device fits the ST SENSE Breast coil and is fully supported by DynaCAD for automated planning and diagnostic analysis.

The breast biopsy device is intended for both conventional biopsy and in-bore MR guided biopsy, which is only possible in an open MR system such as the Panorama HFO.

Open MRI website statistics now available

Philips recently launched an initiative to help patients find a wide-open scanning experience. In addition to providing direction to a lot of patients, it has also given us more insight into the public opinion of open MR imaging.

From statistics resulting from our search engine marketing campaign, we found that on a yearly basis there are more than one million searches for "open MRI" in the United States alone. This is a clear indicator that public awareness is high when it comes to patient-friendly MR imaging and its evident association with the Panorama HFO.

Orthopedic ValuePack introduced for Panorama HFO

A comprehensive upgrade package has been introduced for the Panorama HFO that combines the latest advancements in orthopedic imaging from Philips. The package enables users to dramatically boost the quality of knee and shoulder imaging performed on the Panorama HFO.

ValuePack includes Philips ST Knee and ST Shoulder coils, which use Solenoid Technology (ST) for better signal-to-noise ratio and penetration depth in vertical magnetic fields such as in the Panorama HFO system. This depth is critical when scanning obese patients, where the signal must penetrate the patient's girth to obtain images of the anatomical core. ST Knee and ST Shoulder coils form a loop around the knee or shoulder, offering better anatomical coverage and patient comfort.

Also included in the package is SmartExam Knee, Philips' remarkable anatomy recognition software that enables Panorama HFO users to perform fully automated knee exams with a single mouse click.



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