

Lumberton Radiological Associates, P.A.

News Release

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“Osteoporosis. It’s Treatable. It’s Beatable.”

Lumberton, May 8, 2007: Through its launch of the “Osteoporosis. It’s Beatable. It’s Treatable.” campaign, the National Osteoporosis Foundation (NOF) is reaching out to all Americans during Osteoporosis Awareness and Prevention Month to take action to improve their bone health.

This comprehensive program was developed to increase awareness among the general public on the importance of bone health and osteoporosis prevention, while providing healthcare professionals with a valuable resource to better care for and educate their patients on this disease.

“Osteoporosis is a major public health threat for more than half of all Americans over age 50, yet one that can be largely prevented, detected and treated,” said Robert Cherichella, radiologist at Lumberton Radiological Associates. “That’s why LRA offers free osteoporosis heel scans for all women who receive their mammogram in our Wellness Imaging Center.”

For more information concerning LRA’s screening bone density exams, or any of LRA’s comprehensive osteoporosis services, please feel free to contact Mike DeCinti, Director of Marketing, at (910) 738-8222 ext 258 or by e-mail at mdecinti@lraxray.com. Also please feel free to visit our website at www.lraxray.com.

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Immediate Release