

Lumberton Radiological Associates, P.A.

News Release

For Details, Contact:

Mike DeCinti
Director of Marketing
(910) 738-8222 ext. 258
mdecinti@lraxray.com

P.O. Box 1527
209 West 27th Street
Lumberton, NC 28358
Phone: (910) 738-8222
Fax: (910) 671-0846
www.lraxray.com

LRA Radiologists Offering Balloon Kyphoplasty

Lumberton, March 3, 2008: Lumberton Radiological Associates recently announced that Dr. Robert Cherichella is offering Balloon Kyphoplasty, a minimally invasive treatment option for patients suffering from spinal fractures due to osteoporosis. Balloon Kyphoplasty is designed to correct spinal deformity due to osteoporotic fractures, significantly reducing back pain and improving a patient's ability to return to daily activities.

Osteoporosis is a disease that causes the bones of the spine to weaken and often collapse, resulting in spinal fractures. Traditional treatment for spinal fractures includes bed rest, medication and back bracing. While these therapies may help to decrease a patient's pain over time, they do not treat the deformity related to the osteoporotic fractures. Balloon Kyphoplasty is designed to repair vertebral compression fractures and restore the vertebrae to the correct position, reducing back pain, reducing the number of days in bed, significantly improving mobility and increasing overall quality of life. The procedure generally takes less than one hour per fracture and has been performed under both local and general anesthesia.

In the U.S., each year 700,000 patients suffer from spinal fractures due to osteoporosis. Unfortunately, over 400,000 of these fractures go undiagnosed and untreated due in part to lack of awareness about osteoporosis and available treatment options. The consequences of untreated fractures can be devastating. Left unattended, many fractures can result in an exaggerated rounded curvature of the spine, called kyphosis or dowager's hump. This condition is painful and debilitating — making walking, eating, sleeping, and even breathing painful and difficult. Long-term, this condition could be fatal. Diagnosing such fractures is the first step toward providing patients who have been impacted by this devastating disease state with hope for treatment.

One in two women and one in four men age 50 and older in the United States will have an osteoporosis-related fracture in their lifetime, with bone loss potentially beginning in women as early as age 25. This figure is projected to double in the next 50 years due to the increase in aging population and lifestyle factors. The current incidence rate has caused the World Health Organization to cite osteoporosis as second only to cardiovascular disease as a leading international healthcare problem.

For more information concerning LRA's Balloon Kyphoplasty services or any of LRA's comprehensive imaging procedures, 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.

###

Immediate Release