

Lumberton Radiological Associates, P.A.

News Release

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LRA goes film-less

Lumberton, July 1, 2006: Since 1975 Lumberton Radiological Associates has offered outpatient diagnostic imaging services to the residents of Robeson County and its surrounding communities, and in that time it has served its patients by developing all of their x-rays on film. However, starting the first of July, a new era in LRA's history will begin.

Computed radiography (CR) is a new technology that replaces film with a digital version of the image. From now on when patients, or their referring physicians, choose LRA, their x-ray image will be captured digitally and will be viewed by the radiologists on a computer workstation. Not only will this enhance the quality of the images for the radiologist to view, but it will also give doctors more flexibility in storing and accessing the images in the future.

"Our Ultrasound and CT images are already digital" said Dr. Ben Gasque. "Now common exams like a chest x-ray or ankle series will be, too."

Plus, in efforts to better serve its patients, LRA has also installed a Picture Archiving and Communication System (PACS) to share those digital images with the patient's primary physician over a secure online network.

"The PACS system eliminates films being lost while being transported from office to office, and will allow a doctor across town to see an image almost immediately after it was taken," said Dr. Jim Parker.

LRA's new CR and PACS, along with their CT scanner which began operation in May, are examples of how LRA is using new technology to improve the delivery of outpatient imaging to its patients and referring health care providers.

For more information on LRA's new services please feel free to contact Mike DeCinti, Director of Marketing, at 738-8222 ext 258.

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