

# HealthFlash

MARKETING.COM

PO Box 3086  
Stamford, CT 06905  
Ph: 888-655-3434 Fax: 203-363-0012  
[jphillips@healthflashmarketing.com](mailto:jphillips@healthflashmarketing.com) [www.healthflashmarketing.com](http://www.healthflashmarketing.com)

Jeanne-Marie Phillips  
HealthFlash Marketing  
P.O. Box 3086  
Stamford, CT 06905  
888-655-3434  
[jphillips@healthflashmarketing.com](mailto:jphillips@healthflashmarketing.com)

## **Patient Comfort Systems Introduces MRI Table Pads for Stereotactic Breast Biopsies**

Patient Comfort Systems, Inc. (Hayward, CA) introduces the first ever MRI table pad and patient positioning sets specially developed for stereotactic breast biopsies. The new Patient Comfort sets address the need for enhanced comfort during these procedures that require women to lie prone for extended time periods. The cushioning system will make lengthy exams more tolerable and reduce movement during critical exam times as well as possible abortion of procedures.

Patient Comfort Systems pads contain open cell foam with visco-elastic properties that provide advanced pressure management. Traditional pads generate regions of high pressure and shunt blood flow away from areas of the body, resulting in ischemic discomfort that often prompts patients to change position.

According to a study presented at the RSNA Annual Meeting in Chicago in December, repeat MRI sequences decreased by 56 percent and patient call-backs dropped by 50 percent across all MRI procedures when patients were scanned using Patient Comfort Systems pads compared to MRI manufacturers' traditional pads.

For stereotactic biopsies, the increased patient comfort may also enable faster and more accurate targeting of sample tissue. The unique modular kit design offers unlimited flexibility in positioning a full range of patients being biopsied throughout the breast.

“Stereotypic biopsies are extremely time consuming and patient movement is not uncommon,” said Peter Rothschild, MD, founder of Patient Comfort Systems. “The ability to position patients comfortably is particularly important to successful exam completion. Procedures

that must be repeated in their entirety or in part are a significant drain on a radiologist's workflow and profitability, as well as unpleasant for the patient. Now for the first time, Patient Comfort Systems is addressing these problems through this new product."

In addition to minimizing exam retakes, the new pad sets also pare down imaging costs by eliminating the need for gel and disposable patient pads.

The Patient Comfort Systems pads also contain a permanent antimicrobial agent that protects against the growing threat of infection during imaging exams, including aggressive antibiotic-resistant bacteria or *super bugs*, such as MRSA. To maximize infection control, the pads use ultra-strong fabrics with sewn and welded seams to protect the core material from fluids. Additionally, the vapor- and moisture-impervious fabric prevents fluids from passing through the cover and can be cleaned with any standard approved hospital disinfectant.

**Patient Comfort Systems** was founded by Peter Rothschild, M.D. to provide specific solutions to a wide range of challenges that hospitals and outpatient imaging centers encounter on a daily basis in today's imaging environment. Dr. Rothschild is a world renowned radiologist and editor of the first Open MRI textbook. For more information, visit [www.patientcomfortsystems.com](http://www.patientcomfortsystems.com) or call 866-943-7727.