

PROIMAGE REVIEW

Professional Imaging, LLC

Points of Interest:

- *Professional Imaging's new electronic health record*
- *A special thanks to those utilizing our new ordering process*
- *Highlighting our areas of operation within Texas*

NEW PROFESSIONAL IMAGING REPORTS AND THE IMPORTANCE OF AN ELECTRONIC MEDICAL RECORD

Professional Imaging has been working for the past 9 months to develop our electronic medical record. Medicare is requiring that all medical facilities use electronic records by 2014. You will be seeing a change in our reports. This report is very sophisticated and detailed. We hope you will take time to read thru them and see how it gives a very dynamic picture of our patients and includes a thorough discussion about how the patients level of dysphagia and mbss black and white x-ray is related to their diagnosis and prognosis while considering the patients wishes as well. A quick overview of the report so you will know what to expect is as follows:

- An MBSS summary-this is where you can get information at a glance about previous diet, recommended diet, treatment plan, and strategies that are immediately helpful to decision making
- A full SLP report-gives detailed information about the MBSS and the consistencies assessed and the effectiveness of the strategies and detailed information about the diet recommendations, treatment plan and precautions
- Physician report-gives information about the patients diagnosis and prognosis as related to the severity of the dysphagia as well as a risk stratification indicating the risk for getting an aspiration pneumonia verses having complications from pursuing alternate means, the discussion section ties all of this information together from the report
- Radiology report- gives detailed and individual information about each x-ray portion that the doctor is assessing and the medical necessity as related to the dysphagia

As with any change there is always a learning curve and time to adjust. Please feel free to call Piper Harris, SLP and Managing Partner with any questions about our new reports at 832-563-7464. Your feedback is very important and greatly appreciated.

SPECIAL APPRECIATION TO THOSE USING OUR NEW ORDERING PROCESS

Thank you for all of you helping us to be compliant with the new ordering procedure. Your diligence to take care of patients is appreciated! If you would like more information about

523 N Sam Houston Pkwy E, Ste 125
Houston, Texas 77060-4011
Ph: (281)272-MBSS or (866)675-MBSS
Fax: (281)272-6281 or (877)676-MBSS



Experts in Dysphagia Consultation

Upcoming Conferences:

Houston. Saturday, June 4th, 2011

.8 ASHA CEUS (8 hours). Deciphering Dysphagia with Estim. Limited seating. Please call 1-866-675-6277 to reserve seat. Payment required to reserve seat (cost \$325 or \$295 if currently using PI for your mobile dysphagia consultations). Please see enclosed flier for details and registration information. Some Credit Cards accepted.

Inside this issue:

- Professional Imaging's new Electronic Medical Record
- A special Thank You
- Our ability to service your area, and others throughout Texas

Continued on the next page

PROIMAGE REVIEW

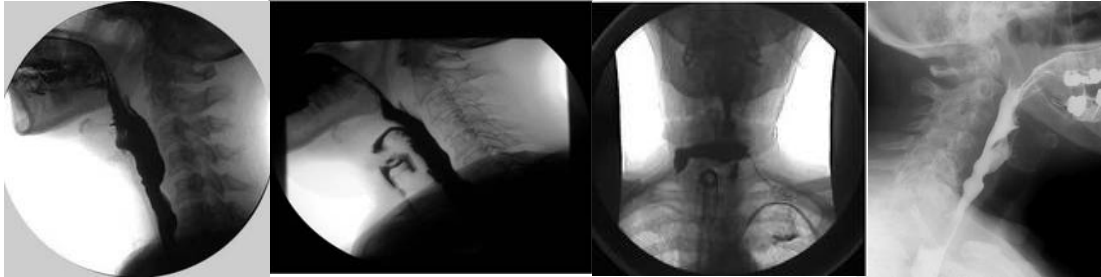
Continued

ordering guidelines or to print out our latest scheduling forms for a facility, home health agency, or pediatric, please visit our website at www.mbssonline.com or www.proimagetx.com



Hunt Holdridge

General Accounts Manager



PROFESSIONAL IMAGING ACROSS TEXAS

“Currently we have 15 vans, 13 full time SLPs, 3 PRN SLPs, 11 office staff, and over 30 physicians that do work with us. “

Professional Imaging has been growing over the past 6 years. We are currently servicing Houston, Austin, San Antonio, Corpus Christi, the Valley, Northeast Texas and parts of West Texas. Please call to see if we service your area, 1-866-675-6277. Currently we have 15 vans, 13 full time SLPs, 3 PRN SLPs, 11 office staff, and over 30 physicians that do work with us. Thank you for your loyalty over the years in bringing this service to over 1500 patients dealing with dysphagia each month. If we can do anything to improve our service and/or if you have positive feedback you would like me to share with our team, please call or email Piper Harris at 832-563-7464 or piperharris@gmail.com



New Options for Treating Dysphagia

Traditional dysphagia treatment relies on procedures such as the Modified Barium Swallow Study and bedside assessment, etc. to diagnosis a pharyngeal swallowing disorder. The use of maneuvers, compensatory strategies, postures, diet modifications, and a combination of therapeutic interventions are used to manage the disorder. There is new knowledge and a new modality emerging in the treatment of dysphagia which takes the traditional approaches a step further in treating dysphagia resulting from reduced laryngeal elevation.

This seminar will guide clinicians through this new approach to dysphagia treatment. AMPCARE's Effective Swallowing Protocol (ESP) is an electrical stimulation treatment designed to work in conjunction with indirect (NPO) techniques to improve laryngeal elevation and enhance a swallowing posture. The ESP program provides clinicians with a fundamental electrophysiology-based protocol to address decreased laryngeal elevation and poor posture which can be factors leading to aspiration or the risk of aspiration. Evidence exists to the ongoing success of this NMES technology.

This course will teach participants the specific parameters best suited for small muscle rehabilitation. The methodology taught and demonstrated will use traditional therapeutic exercises to enhance laryngeal elevation to assist in a more functional swallow. The course will include extensive education and review of the anatomy and physiology of the muscle groups associated with the swallow, and more specifically the laryngeal complex. Participants will also receive extensive "hands on" experience using the technique. Empowering clinicians with the right information, technique, and resources to manage and treat individuals with dysphagia can be successful and rewarding.

Participants will receive:

- 1 (one) sample package of Rx³E electrodes
- An Rx²P neuro-orthosis for proper patient positioning as well as appropriate electrode position and conduction
- Course Material which will be reviewed with a slide set presentation, pictures, exercises and flow chart for demonstration purposes and enhanced learning

Specific instruction will include:

- Literature review and published clinical research to support the evidence base for practicing this technique
- Anatomy and physiology for swallowing
- Dysphagia assessment strategies to facilitate clinical decisions
- The rationale of using neuromuscular electrical stimulation NMES to the submental region for improving laryngeal elevation
- Muscle fiber types and recruitment philosophies
- Principles of electrophysiology
- DVD demonstration of the ESP technique under video fluoroscopy
- Application of using NMES to promote laryngeal elevation in conjunction with therapeutic exercises
- Documentation and Medicare HCPCS billing specifics

Accreditation



This course is offered for 0.8 CEUs (Advanced level, Professional area).

Faculty

Ronda Polansky MS, CCC-SLP, is an active clinical Speech Pathologist and owner of DiagnosTEX, a mobile Modified Barium Swallow Study company in Dallas/Fort Worth, Texas. She has performed over 16,000 Modified Barium Swallow Studies (MBSS) in a Speech Pathology capacity. For 19 years, Ronda has focused her interests on patients with dysphagia. She has presented her clinical experience and research in conferences and articles over the past 11 years with SLP's and other medical professionals throughout the United States. Ronda received her Masters degree in Communication Science Disorders/Speech Pathology from Texas Woman's University in 1992.

Rick McAdoo, MS, CCC-SLP, received a Bachelors of Science in Speech-Language Pathology from Texas Christian University in 1989 and received his Masters of Science in Speech-Language Pathology from Texas Christian University in 1990. He has worked primarily with the adult neurogenic population with specialized emphasis in dysphagia. Over the past 15 years his focus has included a research component and was the first to show laryngeal elevation using transcutaneous electrical stimulation on both a computerized laryngeal analyzer and under video fluoroscopy.

Russ Campbell, PT, is an award-winning therapist and received his degree from Northwestern University in 1989. Over his 22 years of clinical practice he has provided care in acute care hospitals, inpatient rehab units, skilled nursing facilities, outpatient clinics and home health arenas. Russ specializes in using modalities in conjunction with a holistic approach to foster faster outcomes to maximize the quality of life of the elderly patient. He has provided over 500 continuing education trainings to physical, occupational and speech therapists across the country.

Collectively, Ronda, Rick and Russ have worked together for 15 years to establish new treatment protocols in oropharyngeal dysphagia using electrical stimulation as a new modality for speech-language pathologists and improving treatment outcomes for patients. Through their interdisciplinary care approach and synergy of ideas they have become co-owners of AMPCARE, LLC and bring to you the ESP technique.

This conference will not promote any particular E-Stim/NMES device. This is an educational conference, your right to academic freedom. We all have an "ethical responsibility not only to learn from but also to contribute to the total store of scientific knowledge when possible, etc." (Eg.095 - AMA Policy.)

AMPCARE. LLC

3728 Arborlawn Dr
Fort Worth, Texas 76109
(682) 561-2444

Deciphering Dysphagia With E-Stim



Patient at rest

Patient receiving e-stim



Consultants in Dysphagia Diagnosis and Management

Saturday, June 4, 2011

Hampton Inn
15831 John F Kennedy Boulevard
Houston, TX 77032
8:00 am – 5:00 pm

Registration

Please fax or mail completed form and payment to:

Professional Imaging
523 North Sam Houston Pkwy East #125
Houston, Texas 77060
Fax: 1-877-676-6277 or 281-272-6281

Registrant Information

FIRST NAME _____

LAST NAME _____

CREDENTIALS _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

E-MAIL _____

TELEPHONE _____ FAX _____

FACILITY or ASSOCIATION _____

Payment Information

Fee: \$325 with payment received by May 30, 2011 (\$400 after May 30)

**A discounted rate of \$295 is available for anyone using Professional Imaging
– our way of saying THANK YOU for choosing Professional Imaging!**

- Check: Please make checks payable to "Professional Imaging"
- Credit Card: Please call Professional Imaging at (281) 272-6277 for processing

Seminar Location

Hampton Inn
15831 John F Kennedy Boulevard
Houston, TX 77032

Overnight accommodations and parking are the responsibility of the participant. Please contact the hotel at (281) 442-4600 or on their website at www.hamptoninn.com to book overnight rooms or to receive parking rates.

Meeting rooms tend to be cool. We suggest bringing a sweater or jacket.

Cancellation: Paid registrations are non-refundable unless AMPCARE or Professional Imaging cancels the seminar. A full refund will be given if AMPCARE or Professional Imaging cancels the seminar for any reason.

Special Needs: Indicate any special assistance required when you register (e.g. dietary, physical disability, etc.)