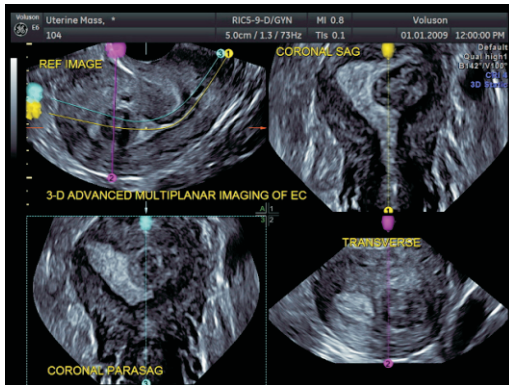


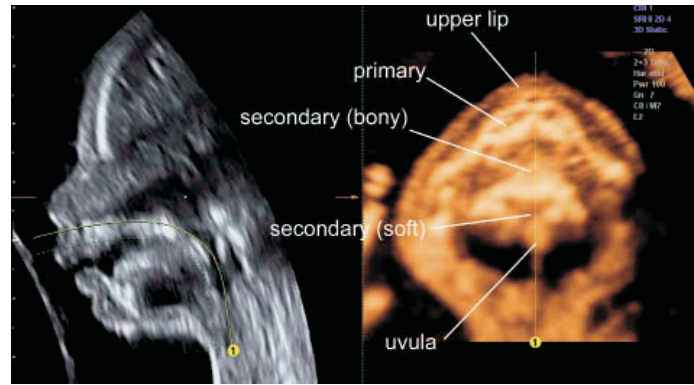
Dear Doctor,

In keeping with our tradition of giving advanced sonography solutions to medical problems, we have recently acquired a high end, top of the line, 3-D, 4-D Ultrasound Machine (GE Voluson E8) with cutting edge technology. It has the following new features which can help us in making a more meaningful diagnosis for the benefit of your patients.

1. Superior 3-D technology with new features where a stored ultrasound volume can be analyzed in multiple sectional planes.



The relation of the intramural fibroid and its extension into the endometrial canal can be more accurately estimated in the coronal plane which is not normally seen on 2-d examination.



A curved structure like the hard and soft palate can be unfolded and seen in the coronal plane. Fig. shows a normal palate. On 2-D examination the soft palate cannot be visualized.

2. Faster 4-D acquisitions with skin tone rendering for a more realistic picture of the fetal face.



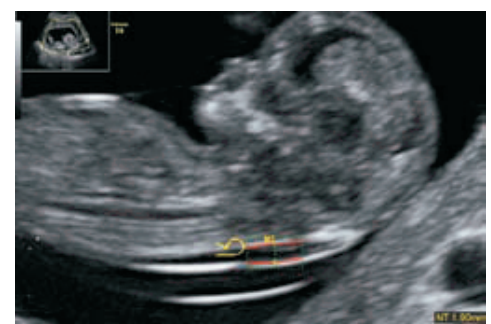
3. Sono AVC follicle mode where an automatic recognition, classification and evaluation of follicle volumes can be done when monitoring ovulation, which is very useful in infertility patients and those undergoing IVF treatment.



Sono AVC of the right ovary showing colour coded measurements of all follicles. A composite report for the entire cycle can also be obtained.

4. Automation of Nuchal translucency (NT) measurement by sono NT feature.

Accuracy in NT measurement is extremely important. Minor inaccuracies in NT measurement as small as 25% or 0.5 mm will have very significant negative impacts upon abnormality detection, reducing detection rates by 18%. Sonography based software program, sono NT brings automation to NT measurement, helping to avoid the inter and intra-observer variability that comes with manual measurements. Sono NT can help clinicians achieve reliable, reproducible results to support their clinical decision making.



Box placed over nuchal space

ONE STEP
 AHEAD IN
 ULTRASOUND
 IMAGING...
**3D + 4D
 IMAGING**

FACILITIES:-

- WHOLE BODY-ULTRASOUND
- COLOR DOPPLER
- MAMMOGRAPHY
- BMD-DEXA
- 2-D ECHO CARDIOGRAPHY
- PATHOLOGY

Add :

4, Royal Sands,
 'A' wing, Behind Infinity
 Mall, Parallel to New
 Link Road, Andheri-(W),
 Mumbai-400053.

Tel: 2630 55 67/68/69
 Cell:9930788853

E-mail:

arcbombay@vsnl.net

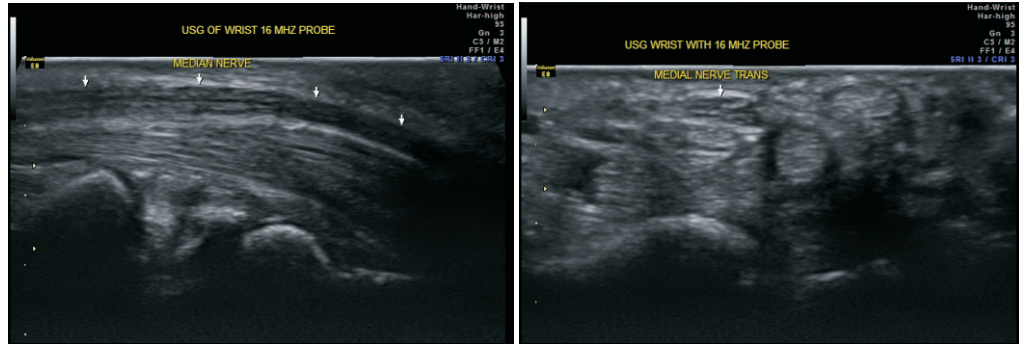
Web-site :

www.arcbombay.net

Timings:

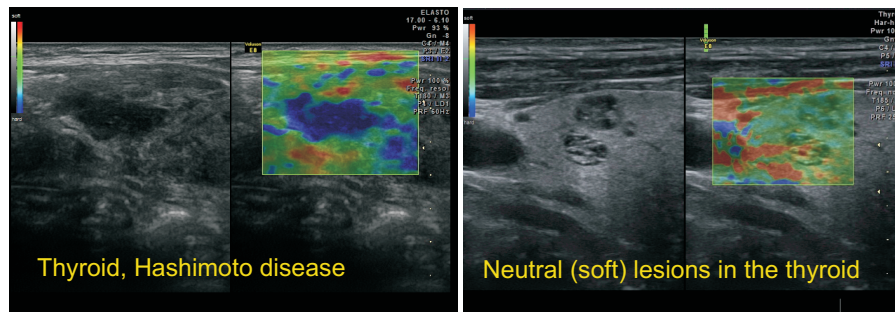
9.00 am to 7.00 pm

5.16 MHz probe for much higher resolution and exquisite detail useful in evaluation of lesions in superficial structures such as breast, thyroid, skin, musculoskeletal system, etc.

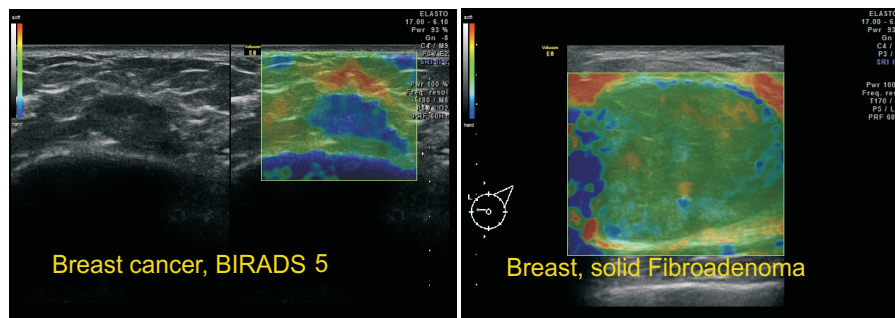


Longitudinal and transverse images of the normal median nerve at the level of the wrist, useful in evaluation of carpal tunnel syndrome.

6. Elastography :- It is based on the principle - when a mechanical compression or vibration (stress) is applied, the tumor deforms (strain) less than the surrounding tissue. A tumor or a suspicious cancerous lesion is normally 5 – 28 times stiffer than the background of normal soft tissue. Physicians have traditionally examined textural differences in tissue during physical exams with hand palpation. Elastography is the 21st century electronic interpretation of the physical exam. It is a useful adjunct to high resolution ultrasound in borderline cases for differentiating between benign and malignant lesions and reducing number of biopsies especially in the breast. Clinical applications of this feature is useful in superficial structures such as in breast, prostate, thyroid, cervical lymph nodes and evaluation of the cervix for estimating risk of pre term labor.



Elastography in Thyroid shows a hard (blue) lesion in Hashimoto's thyroiditis and a soft (green) nodule in a simple Goitre.



Elastography in breast shows a hard malignant mass (blue) and a soft (green to red), benign fibroadenoma.

We are very grateful for your support and shall always endeavour to give you the best possible quality in ultrasound diagnostic imaging and contribute positively in the management and care of your patients.

DR. GEETA SHAH & 'ARC' team of Doctors.