

Promoting Self-Referral for Advanced Imaging

From time to time, **ecp** will publish selected images to illustrate how various tests and treatments are being marketed to the public. Our goal is to inform our clinician readers of the kinds of messages that their patients may be receiving. These messages may stimulate demand for various services and/or distort expectations about the benefits (and harms) of the services. Readers are encouraged to submit their own examples for publication.

Here we feature two pages from a Web site that encourages consumers to order their own magnetic resonance imaging of the brain or spiral computed tomography of the lung.

MyBodyScan.com
 BrainScans | LungScans | BodyScans
 Schedule A Scan | Features | Medical News | Diseases & Conditions
 March 22, 2001

Welcome! [Home](#) | [About Us](#) | [Contact Us](#)

***** Read the story on brainscans that aired on WNBC. *****

<p>Features</p> <ul style="list-style-type: none"> Lung Cancer: Are you at risk? Approximately 170,000 new cases of lung cancer are diagnosed each year. Cell Phones and Brain Tumors Brain tumors more common than thought. A NIH (National Institute of Health) study finds brain tumors 4x more common than previously thought. Insurance Companies and HMOs are Not in favor of Screening. 	<p>Diseases & Conditions</p> <p>Detectable by MRI: Select from the list below: Aneurysms AVM's Benign Tumors Cavernous-Hemangiomas</p> <p>Detectable by Chest CT: Select from the list below: Lung Cancer Bronchiectasis Pleural Tumors Aneurysms of the aorta</p>	<p>Did You Know? Brain tumors are composed of millions of independent single cells.</p> <p>Mailing List Would you like to join our mailing list? If so, please enter your e-mail address and your zip code (optional) below.</p> <p>E-Mail <input type="text"/></p> <p>Zip Code (optional) <input type="text"/></p> <p><input type="button" value="Join >>>"/></p> <p>Tell A Friend</p>
<p>Latest Medical News</p> <ul style="list-style-type: none"> AmiCare Health Plans Selects Magellan Behavioral Health to Manage Mental Health and Substance Abuse Services <i>Insurance News Net</i> Mar 22 2001 11:57AM Roche Seeks New Indication for Xenical(R) for Treatment of Type 2 Diabetes <i>PR Newswire</i> Mar 22 2001 11:40AM vCJD may take 30 years to show <i>BBC</i> Mar 22 2001 9:31AM Medical Ethics <i>NPR</i> Mar 22 2001 4:18AM Breast-Cancer Treatment Varies by Age <i>Health24News</i> Mar 22 2001 3:23AM More News... 	<p>User Poll</p> <p>How much do you smoke?</p> <p><input type="radio"/> Never <input type="radio"/> Used to <input type="radio"/> Less than a pack a day <input type="radio"/> 1 or more packs a day</p> <p><input type="button" value="Submit"/></p>	

<http://www.mybodyscan.com/>

This paper is available at ecp.acponline.org.






Schedule Appointment

Special Offer

If you schedule a BrainScan & LungScan for the same facility and same day. You will get them both for **\$475.00**. This represents a discount of **\$73.00**.

The order total will be automatically adjusted to reflect the discount at the time of checkout.

Select a type of scan:	
 BrainScan [Tell Me More]	\$ 169.00
 LungScan [Tell Me More]	\$ 349.00
 BodyScan [Coming Soon!]	

[Retrieve Account](#)



Did You Know?

The yearly incidence of brain tumors is steadily increasing.

Mailing List

Would you like to join our mailing list? If so, please enter your e-mail address and your zip code (optional) below.

E-Mail

Zip Code (optional)

mybodyscan.com

Copyright ©2001 Brainscans, LLC.

Please read our [Privacy Policy](#) and [Terms of Use](#).

If you should require additional information or assistance, you can contact us at 800-448-8362, Monday - Friday from 9 A.M. - 5 P.M. EST.

<http://www.mybodyscan.com/appointment/index.cfm>

CORRECTION

Please note the following changes to a recent *Effective Clinical Practice* article.¹

Page 315, second sentence under “Computer Physician Order Entry”: “adverse drug events” should be “serious medication errors.” Page 316, criteria 4: “the presence or absence of improvement” should be “their presence or absence.”

Reference

1. Milstein A, Galvin RS, Delbanco SF, Salber P, Buck CR. Improving the safety of health care: the Leapfrog Initiative. *Eff Clin Pract.* 2000;6:313-316.