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.

http://www.mybodyscan.com/
Please note the following changes to a recent Effective Clinical Practice article.  

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