

WELCOME TO “A CLOSER LOOK”

It's an on-line topical newsletter from Mayfair Diagnostics that explores current issues in health and wellness and examines new medical advances and radiological procedures that can help you live a longer, healthier life.

We're proud to present our premiere issue, which focuses on an exciting new screening procedure for anyone interested in the early detection of colon cancer: the Virtual Colonoscopy, an accurate screening method that's vastly more comfortable and less invasive than the traditional procedure.

If you know anyone who might benefit from seeing the articles in this newsletter, you can forward “A Closer Look” simply by clicking [Tell a Friend](#). Should you no longer wish to receive this newsletter, please contact us at 1-866-777-7570.

How do I book an exam?

Mayfair Diagnostics is one of only two centres in Calgary that perform the Virtual Colonoscopy. The procedure takes about 15 minutes and requires no sedation, so disruption to your day is minimal. With a healthcare provider's referral, we can see most patients with just 24-48 hours' notice (compared to the 8-12 month waiting time for a traditional colonoscopy for routine screening purposes).

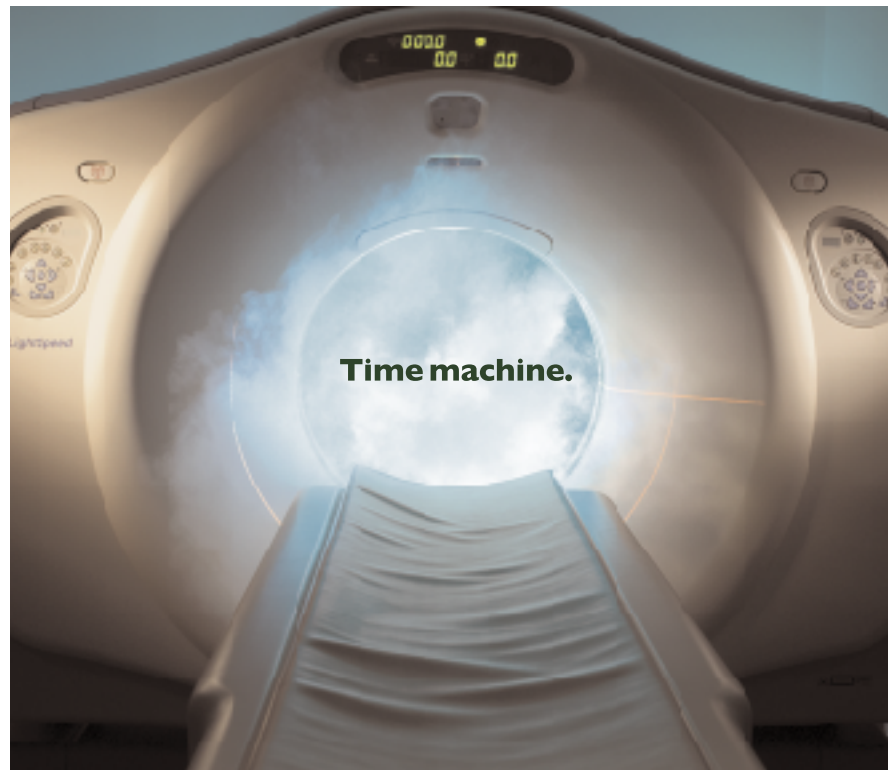
For more information, please call 777-4MRI or toll free at 1-866-777-7570.

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Mayfair's MRI and CT technologies provide an extraordinary look into the future of your health. Leap forward in time with appointments in just 24-48 hours.

Know your body better.

IN SEARCH OF THE TROUBLESOME POLYP: NIPPING COLON CANCER IN THE BUD

Colon polyps are growths on the inner surface of the large intestine. Most are benign, and they're really quite common: up to 25% of people over 60 have at least one colon polyp. But some polyps are malignant. Unfortunately, the only sure way to distinguish a benign polyp from a cancerous one is to remove the growth and test it.

The good news: the presence of polyps is easy to detect – provided patients embrace the value of regular screening. Once identified, polyps can usually be removed by conventional colonoscopy (though occasionally abdominal surgery is required). Even benign polyps should be removed to ensure they don't become cancerous over time.



MAYFAIR™
DIAGNOSTICS

COLONOSCOPY: NO LONGER A DIRTY WORD

Cancer of the large intestine strikes one in every 15 Canadians – and one in 30 will eventually die of the disease. The surprising part? The vast majority of these deaths are preventable.

The key is early detection. Most cancers begin as polyps in the colon; if identified early enough, these growths can be removed before they have a chance to develop.

So why don't we all get regular colonoscopies? Simple: though effective, they're uncomfortable, invasive, sometimes incomplete and occasionally complicated by bleeding, colon rupture or even death.

CT colonoscopy – a relatively new advance in the fight against this disease – virtually eliminates the risks associated with conventional colonoscopy. And it works just as well: major international research hospitals are championing CT colonoscopy as being at least as accurate as the conventional method in locating colorectal polyps and cancers.

Screening of the colon should begin at age 50 (sooner for individuals with a family history of colorectal cancer or other diseases of the bowel). Like mammograms, routine screening every 3-5 years should allow early detection of disease. And early detection is by far your best chance of beating colorectal cancer.



Virtual colonoscopy image of a healthy colon.

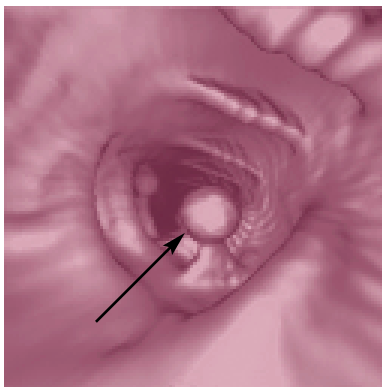
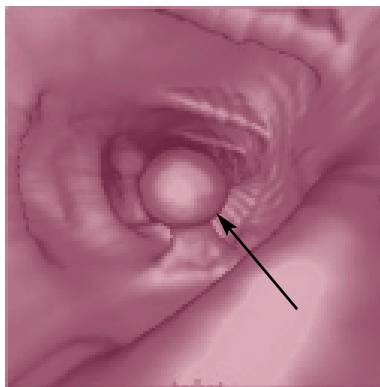
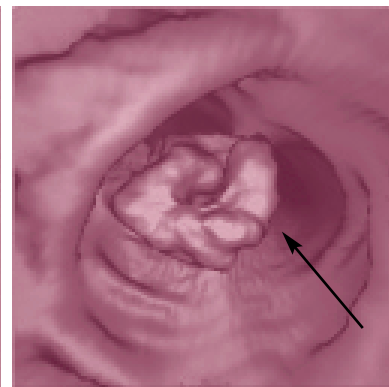


Image of a colon with a polyp.



Another view of a colorectal polyp.



Example of a colon showing colorectal cancer.

CNN Report Extols Benefits of Virtual Colonoscopy

CT vs. Conventional Colonoscopy: a recent report on CNN.com suggests the virtual colonoscopy is more accurate. [View the full report.](#)

Our Community

Wholly owned by Radiology Consultants Associated, Mayfair's roots in the Calgary community run over 50 years deep. We are relentlessly committed to advancing the quality of healthcare here, and we take great pride in our clinic, our practice, and our high-quality patient care. We also take great pride in our community, so we are pleased to support local arts initiatives, amateur sports groups and civic-minded organizations.

