

**Contact:**

Leslie Mesenburg  
Communications Specialist  
419-557-7884  
mesenbl@firelands.com

**FOR IMMEDIATE RELEASE****Radioactive Seed Localization (RSL) Offers Patient Benefits**

**(April 13, 2011 – Sandusky, Ohio)** Firelands Regional Medical Center's Women's Health & Wellness Center provides patients with the latest technology in breast lesion localization: Radioactive Seed Localization (RSL). Fredric Itzkowitz, DO, General Surgeon recently received advanced training at the Mayo Clinic in Rochester, Minnesota in radioactive seed localization for nonpalpable breast lesions. Dr. Itzkowitz and Firelands Regional Medical Center are licensed by the Ohio Department of Health Bureau of Radiation Protection to use the seeds for localization. Firelands Regional Medical Center and Dr. Itzkowitz are the only providers in the region offering this new technology.

Radioactive seed localization involves implanting radioactive seeds the size of a grain of rice into the affected area of the breast to mark the precise site of the lesion. Using mammography or ultrasound as a guide, a Firelands radiologist places the seeds in the breast with a needle. During the surgery Dr. Itzkowitz locates the radioactive seeds using a hand-held gamma probe. He then removes the lesion and recovers the seeds.

The amount of radiation given off by the seed is less than that emitted from a standard X-Ray.

The alternative to radioactive seed localization is wire localization, a procedure where a guide wire is inserted into the breast to mark the site of the tumor. There are several advantages to using radioactive seed localization as opposed to wire localization:

-MORE-

- Higher likelihood that all cancer will be removed from the breast in the initial operation/lumpectomy;
- Improved cosmetic outcomes;
- Marking can be done up to 5 days prior to surgery vs. immediately prior to surgery;
- Low-dose radioactive seed requires no special handling requirements.

Dr. Itzkowitz explains, “Patients who are larger breasted also benefit. When using the wire with such patients I often would have to tunnel through large portions of tissue to reach the site of the lesion. Radioactive seed localization allows me to find the shortest route, causing the least amount of scarring to the breast.”

Dr. Itzkowitz cites the case of a recent patient who benefitted from radioactive seed localization. “This woman had a lesion in a higher section of her breast. Because I knew the precise location of the site via the seeds, I was able to enter the breast at the edge of the aureole and tunnel up to the lesion, thereby eliminating any visible scarring.”

Dr. Itzkowitz practices at North Coast Surgical Associates, Inc., and is on the medical staff at Firelands Regional Medical Center.

In addition to performing RSL, Firelands Women’s Health & Wellness Center is the region’s only:

- Designated Breast Center of Excellence
- Facility with accreditations in Digital Mammography, Breast MRI, Breast Ultrasound, Stereotactic Breast Biopsy, and Ultrasound-guided Breast Biopsy

Patients have a choice of where to go for Breast Imaging Services. Firelands Women’s Health & Wellness Center has Saturday and evening hours, and accepts patient self-referrals. To schedule your next appointment, call 419-557-7840.

Firelands Regional Medical Center is nationally recognized for its award-winning care. As a 400-bed facility, Firelands is ranked #1 in Ohio and in the Top 5% nationally for Vascular Surgery and Overall Orthopedic Surgery; Top 10% Nationally in Acute Inpatient Rehabilitation, a Thomson Top 100 Hospital for its Cardiovascular Services, and ranked in the Top 5% nationally for Patient Safety. Firelands Regional Medical Center is the area's only Accredited Chest Pain Center, and is a Certified Primary Stroke Center, is the area's only Breast Imaging Center of Excellence. Serving a five-county region, Firelands provides many advanced care services to the region including comprehensive cancer care, full-time interventional cardiac care and open heart surgery, wound care services including hyperbaric oxygen therapy (HBOT), acute inpatient rehabilitation, as well as many advanced surgical procedures. For more information about Firelands, visit our website at [firelands.com](http://firelands.com).

###