



## Upright MRI of Deerfield – Claustrophobia is a Thing of the Past

By: Dr. Michael J. Fox, Managing Partner of Upright MRI of Deerfield

People become worried and anxious when faced with the possibility of having an MRI. The thought of lying quiet and still in a dark enclosed space can be unnerving for anyone. And, the loud noise of the scanner certainly doesn't help! Now, thanks to new advancements in technology and innovations, patients have a superior option...Upright MRI of Deerfield.

Upright MRI is unlike any other on Chicago's North Shore. For the first time, patients can walk into the scanner, sit down and relax during the scan, and walk out! While patients consistently rave about Upright MRI's comfort and ease, the doctors who refer them are equally impressed with the clear, detailed images that are produced. It is truly the world's most advanced open MRI on the market today!

To help you gain a greater understanding of the Upright MRI and its many benefits, following are some of the most frequently asked questions.

### What is an MRI and how does it work?

MRI stands for Magnetic Resonance Imaging. An MRI scanner allows physicians to look inside the body without surgery or x-rays, and uses magnets, radio waves and computers to produce clear images of the human anatomy.

### What sets Upright MRI apart from the rest?

The ease and comfort of this MRI is unmatched. It is the ultimate in openness and the most non-claustrophobic whole-body MRI scanner in the industry...no dark tubes, no tight enclosed spaces and best of all, no need for sedation! There is nothing directly in front of the patient's face or over their heads that can cause them to experience a "closed-in" feeling. In addition, this MRI is unusually quiet, further contributing to a relaxed, stress-free environment.

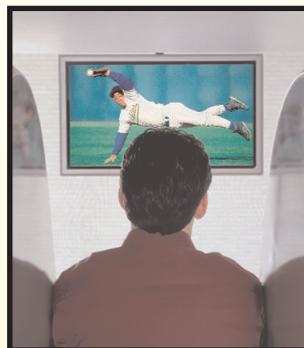
### Are the results accurate?

Most open MRIs are very low in power and result in poor image quality. The strength of Upright MRI's magnet is approximately 3x more powerful than the conventional open MRI magnets. With this kind of advanced hi-resolution image

quality, doctors can make the most accurate diagnosis and hopefully avoid any further patient testing.

### Is it true that patients watch TV during the scan?

Yes! And, not only can they watch it, but they can actually hear it! Because of Upright MRI's unique design, a 42" television has been placed on the wall in front of the scanner. Patients are invited to watch their favorite TV show during the scan or they can choose to enjoy a selection from our movie library. It certainly helps the time pass quickly!



### What is meant by "Positional Imaging"?

Upright MRI's technology allows patients to be comfortably scanned in a multitude of positions including standing, sitting, flexion, extension, rotation, lateral bending, and laying down. For the first time, patients can also be scanned in weight bearing positions and in their position of symptoms providing the most accurate picture of the spine and joints. Someone once commented, "If your back hurts standing up, then why have an MRI lying down?" They are absolutely right! The problem is best detected when a patient is scanned in their position of pain or discomfort.



### Do you accommodate children?

Upright MRI is the industry's only "kid-friendly" option. Infants, toddlers and younger children can be scanned risk-free right in the comfort of their parents' laps! With older children, parents sit right

beside them. We haven't had a single case in which a child has needed sedation. And, of course, having a TV to watch certainly helps!

### Do I need a doctor's referral to make an appointment?

When your doctor suggests an MRI, you can decide where you'd like to go. Many people don't realize that the choice is theirs! If you'd like to have it done at Upright MRI, all we need is the doctor's order or prescription. If you would like us to speak with your doctor to explain how Upright MRI works, we'd be happy to do so. We are confident that he or she will appreciate the clear, detailed images produced by our scanner. And, we know that you will find the experience nothing short of exceptional.

Upright MRI of Deerfield is located at 457 Lake Cook Road (in the Lake Cook Plaza shopping center). For more information, please call 847-291-9321 or visit [www.uprightmrideerfield.com](http://www.uprightmrideerfield.com)

## Come Meet the Magnet! You Could Win a 19" LCD/HGTV



Simply stop by Upright MRI of Deerfield sometime during the month of May or June, tour our facility, and register to win a fabulous 19" flat screen television set. Everyone is welcome. No purchase necessary. Please allow us to show you just how unique and innovative our Upright MRI really is! We look forward to seeing you.

**Upright MRI of Deerfield**  
**847-291-9321**

[www.uprightmrideerfield.com](http://www.uprightmrideerfield.com)

The winner will be announced on  
Monday, June 30th.