

From: Dr. Dan Durand M.D., Prenuvo Chief Medical Officer

It was apparent from both of this week's JACR pieces that Prenuvo has defined the emerging segment of whole body MRI. While silent on the name "Prenuvo," both academic authors made a number of oblique references to both our practice and our patients. We therefore feel a responsibility to add to this important discourse.

Dr. Jha's concerns regarding the potential tradeoffs between medical imaging intensity and so-called overdiagnosis are neither new nor are they specific to whole body MRI. While we respect and acknowledge his concerns, we subscribe to the countervailing majority viewpoint; that the larger problem to be solved is the underdiagnosis of cancer and other diseases in their earliest stages when treatment is safest, most effective, and least expensive. We also note that the standard of care when one finds a potential cancer under any scenario is to recommend further diagnostic work-up. This is what the 70+ mission-driven radiologists within Prenuvo Medical Group do on a regular basis and we imagine that this is what Dr. Jha does in his own practice as a cardiothoracic radiologist when he finds a suspicious nodule in the lung or thyroid on a CT of the chest. Thus, unless Dr. Jha plans to stop using cross sectional imaging entirely or defer work-ups on the potential cancers he finds, we believe that his stated concerns related to overdiagnosis probably apply equally to his own practice.

With regard to Dr. Sodickson's piece, we are of course largely aligned with his viewpoint that it would be reckless for the field of radiology to abandon the promise of whole body MRI over unproven fears that can likely be mitigated through developing and adhering to the appropriate clinical protocols and pathways. Great minds think alike, and it would seem that in his two years advising Ezra, Dr. Sodickson has come to many of the same conclusions that our medical group has reached collectively over its 6-year history and the antecedent 15-year history of our predecessor clinic in Vancouver. We deeply agree with Dr. Sodickson's assertion that how one goes about screening matters. This is why we have developed our protocols for zero harm, without any radiation or IV contrast material. This is why we focus exclusively on whole body MRI, which has allowed us to accumulate 10 times more whole body screening experience than any other organization. This is why we have all of our scanners built to strict and identical specifications and perform each of our exams the same way each day across our international network of clinics. This is why our radiologists follow strict standardized reporting guidelines, which are then translated into patient-facing language. This is why every patient is offered a gratis consultation with a primary care provider trained to walk them through their findings. And, lastly, it is why we have constantly funded research efforts into the utility and efficacy of whole body MRI, which have to date resulted in over 30 peer-reviewed papers and abstracts.