



WBIts

The Monthly Newsletter of Women's and Breast Imaging

ISSUE 3 • DECEMBER 2024



A MIGHTY ROAR IN '24



SPREADING OUR WINGS

BY NEIL BRAVO

In 2024, Women's and Breast Imaging experienced remarkable growth as we spread our wings far and wide. This year marked a significant transformation, driven by our expansion in Murdoch and the opening of V Imaging as a division of WBI catering to general ultrasound procedures that now embrace male patients from a previously niched women's practice. As we acquired new technologies, we also underwent skills upgrade while providing increased awareness and resonating a stronger commitment to women's health.



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THE DIRECTOR'S MESSAGE

BY DR VANESSA ATIENZA-HIPOLITO FRANZCR



Dear Subscribers,

As the year draws to a close, I want to take a moment to reflect on 2024 and express my deepest gratitude and appreciation for the trust, support, and collaboration that have made this year remarkable for Women's & Breast Imaging (WBI).

A Note of Gratitude To Our Patients

You are at the heart of everything we do. Thank you for entrusting WBI with your breast health. Your courage and commitment to your health inspire us every day.

To Our Referrers and Specialists

Your partnership fuels our mission. Thank you for continuing to refer your patients to WBI and working with us to ensure they receive the highest quality care.

To Our Industry Partners

This year, we celebrated milestones like the introduction of the FujiFilm's Sophinity mammogram tomosynthesis system at WBI Murdoch. Your innovation and support make advancements like this possible.

To the Incredible WBI Team

From Cottesloe to Murdoch and V Imaging, your dedication and expertise make WBI what it is today. Thank you for your compassion and commitment to excellence.



AS THE YEAR DRAWS TO A CLOSE, I WANT TO TAKE A MOMENT TO REFLECT ON 2024 AND EXPRESS MY DEEPEST GRATITUDE AND APPRECIATION FOR THE TRUST, SUPPORT, AND COLLABORATION THAT HAVE MADE THIS YEAR. WE ARE EXCITED ABOUT THE OPPORTUNITIES AHEAD AND REMAIN COMMITTED TO OUR MISSION OF DELIVERING WORLD-CLASS BREAST IMAGING AND PERSONALISED CARE.





2024 Highlights

- 10 Years of WBI Cottesloe: A milestone marking a decade of serving the community.
- Opening of WBI Murdoch: Expanding with an elegant, state-of-the-art facility.
- Introduction of Contrast-Enhanced Mammography (CEM): Offering this advanced imaging service to provide greater clarity in diagnostic care.
- Expansion with V Imaging: Bringing imaging services directly to our community through mobile solutions.
- Adoption of cutting-edge imaging technology, enhancing accuracy and patient outcomes.

Holiday Closure

Please note that WBI will be closed from December 21, 2024, to January 5, 2025. We will reopen on Monday, January 6, 2025, ready to continue providing exceptional care.

For urgent enquiries during this period, please email us at [office@wbi.net.au] or visit our website for more information.

Looking Ahead to 2025

We are excited about the opportunities ahead and remain committed to our mission of delivering world-class breast imaging and personalised care.

Wishing You a Joyous Holiday Season

On behalf of the entire WBI team, I wish you and your loved ones a joyful holiday season and a prosperous New Year. Thank you for being part of our journey.

With heartfelt appreciation,

Dr Vanessa Atienza-Hipolito FRANZCR

Clinical Director

Women's & Breast Imaging (WBI)

Principal Director/ Radiologist

Filipino Australian of the Year 2023 Awardee (presented in Canberra ACT in October 2023)

Adjunct Clinical Senior Lecturer

Curtin Medical School

Adjunct Senior Lecturer

UWA Medical School

Edith Cowan University



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O P E N I N G O F W B I M U R D O C H



May 2024

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July 2024



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HIGHLIGHTS FROM THE WBI CHRISTMAS DINNER



7th of December 2024



EXPANSION WITH V IMAGING: BRINGING IMAGING SERVICES DIRECTLY TO OUR COMMUNITY THROUGH MOBILE SOLUTIONS

V IMAGING, a division of Women’s and Breast Imaging, is an expansion of WBI’s diagnostic services to include male patients. Traditionally focused on women’s health, particularly breast imaging, WBI is now broadening its scope to offer comprehensive diagnostic imaging services for both men and women with the addition of V IMAGING. This expansion aims to provide high-quality imaging services and other diagnostic procedures to a wider patient population, ensuring early detection and treatment of various conditions for all individuals.

V IMAGING offers a comprehensive range of general ultrasound services for both men and women, including:

- Abdomen, Thyroid, Neck, Renal, Prostate, Scrotum, Chest wall, Female Pelvis/Gynae, IVF work-ups
- Musculoskeletal ultrasound
- Obstetric ultrasound: Dating scan, First Trimester, Second Trimester, Third Trimester
- Vascular studies: AAA (Abdominal Aortic Aneurysm), Carotid, Upper limb (venous and arteries), Lower limb (venous and arteries)

V Imaging also provides a variety of ultrasound-guided procedures, including:

- Fine Needle Aspiration (FNA) of the thyroid
- FNA of cervical lymph nodes
- Joint drainage
- Musculoskeletal and bursal injections

**Women's
& Breast
IMAGING**

Caring commitment to
your health

IMAGING
A DIVISION OF WBI

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