

Verity Radiation Therapy Center Opens in Plano, Texas

Date: 04.04.2008 - 12:28

Category: [Health & Medicine](#)

Press release from: [MedicalEdge Healthcare Group](#)

Agency: **Pugliese Creative**

Cancer Treatment Center at The Texas Clinic at Prestonwood
Features North Texas' Most Advanced Treatment System

PLANO, TEXAS – January 7, 2008 – The Verity Radiation Therapy Center, which features one of the nation's most advanced cancer treatment technology systems, is now open in The Texas Clinic at Prestonwood (TTCAP) at Plano Parkway and Marsh Lane in Plano. Verity is the first and only facility in North Texas treating patients with the Varian Trilogy System, considered by many to be the most advanced linear accelerator conceived to date.

The Trilogy delivers all forms of external beam radiotherapy, including 3-D conformal radiotherapy (3-D CRT), Intensity Modulated Radiation Therapy (IMRT), Stereotactic Radiosurgery (SRS), Fractionated Stereotactic Radiation Therapy and Image-Guided Radiation Therapy (IGRT), with pinpoint sub-millimeter accuracy, guided by real-time CT scanning. This allows the physicians at Verity to aim the radiation beam in an extremely accurate manner, while shaping the beam to the exact contour of the most irregularly shaped tumor. The result is that more radiation reaches the tumor, and more of the normal surrounding tissue is spared. The Trilogy also delivers the highest available dose rate. When combined with the precision shaping of the beam and the ability to check tumor size, shape and position before and during treatment, patients can be treated in fewer sessions, with many patients needing only one treatment session.

Heading the radiation therapy team at Verity are Ed Gilbert, MD and Tim Nichols, MD. Both are Board Certified oncologists and are widely recognized in the cancer treatment community. Dr. Gilbert, who was trained at Stanford University, and Dr. Nichols who completed his residency at the University of Maryland and subsequently an American Cancer Society Fellowship post residency, are among the leaders in their fields.

According to Dr. Gilbert, "The Verity philosophy is simple and patient-centered. We believe in providing quality healthcare services that patients recommend to families and friends - and that physicians prefer for their patients. Toward that goal, we have located the facility in The Texas Clinic at Prestonwood, a modern, new building at a convenient location with close-in parking and front door drop off. We feel strongly that patients and family will appreciate the comfort and professionalism of the experience. With the facility's easy access and elegant, modern beauty, patients won't feel lost in a confusing maze, as sometimes happens in a huge medical center."

The Verity Radiation Therapy Center at The Texas Clinic at Prestonwood greets patients with a soothing, professional atmosphere and a commitment to convenience. Open Monday through Friday from 8 a.m. to 5 p.m., Verity accepts most private insurance plans and is located in The Texas Clinic at Prestonwood at the corner of Plano Parkway and Marsh in Plano, TX (6957 W. Plano Parkway, Suite 1300). For further information, call 972-820-1400 or visit the Verity website at www.veritytherapy.com.

MedicalEdge Healthcare Group, Inc.
9229 LBJ Freeway
Dallas, TX 75243
Contact: Matt McNeeley
Director of Marketing & Business Development
972-820-1400
mmcneeley@med-edge.com

About The Texas Clinic at Prestonwood (TTCAP)

The Texas Clinic at Prestonwood offers patients an advanced multi-specialty destination for complete wellness, providing an assortment of medical treatments and services. When fully tenanted in early 2008, TTCAP will house Apex Emergency Care, Prestonwood Surgery Center, Prestonwood Urology, Prestonwood Imaging Center, Team Orthopedics, Verity Radiation Therapy Center, Heart First Cardiology Center, Sleep Healers Sleep Diagnostics, The Hope Oncology Center, TLCEdge Surgical Weight Loss plus a variety of other complementary, advanced and specialized medical practices.

Set on 4.17 acres, TTCAP features some of the most advanced medical technology in North Texas, including the first Siemens 128-slice, dual source CT in the region, North Texas' first Varian Trilogy Linear Accelerator, with on-board CT and x-ray imaging, one of the few Siemens 3-Tesla MRI units outside a hospital in the area, a Hologic Digital Mammography unit, DEXA and 3D/4D Ultrasound and two vaults for delivery of Image-Guided Intensity Modulated Radiation Therapy (IMRT) and Stereotactic Radiosurgery.

The building features a dramatic two-story, steel and concrete design by Jonathan Bailey Architects, considered the premier medical architectural firm in the world. Its covered, drive-up entrance, easy access, two-level parking garage and ample surface parking combine to create a convenient patient-friendly experience. The Texas Clinic at Prestonwood is located at 6957 Plano Parkway in Plano, Texas, at the corner of Plano Parkway and Marsh Lane.

[You can find this press release here](#)