



» **New Kind Of 'Post'** Lt. Col. shares how the IDF uses social media to advance its cause. **See page 14.**

» **Spring Has Sprung** Fashion expert lets us in on the trends for spring 2014 and where to find them locally. **See page 29.**

» **Revisiting The Cold War** For *The Americans* star Noah Emmerich, era's tension hits home. **See page 35.**



Lt. Col. Avital Leibovich

metro » cover story

Jerry Zolynsky



# Read A Good Book Lately?

Book clubs are perfect for blending literature with friendship.

Shari S. Cohen | Special to the Jewish News

**M**egastar Oprah brought new popularity to book clubs when she began one on her TV talk show in 1996. Her book choices quickly brought fame to their authors and surging book sales across the country.

But book clubs were already thriving in the Detroit area in 1996, including some that had been active for decades in the Jewish community. Local book club members enjoy diverse literary genres, from contemporary fiction and nonfiction to classics and Jewish-themed books. While women-only groups predominate, some attract both genders — and a male group meets at the Bloomfield Township Public Library.

One of the longest-running Metro Detroit Jewish book clubs began in 1969 among a few Somerset Apartments residents in Troy. Barbara Rubenstein of Huntington Woods and Debbie Tucker of West Bloomfield were the founders, soon followed by Barbara Charlip of West Bloomfield.

“I was home more at the time and wanted to do something stimulating,” said Tucker, a psychoanalyst. “I had always loved reading and had friends who shared books. It’s an impetus to keep reading, to hear about new books. The women are well-educated, well-traveled; they read a lot.”

CONTINUED ON PAGE 8

**Above: Somerset book group: Janice Salter of Farmington Hills, Barbara Charlip of West Bloomfield, Carolyn Greenberg and Joan Horwitz, both of Bloomfield Township, Debbie Tucker of West Bloomfield, Jane Miller of Franklin, Sandy Rosin of Bloomfield Hills, Fern Rosenthal of Franklin, Barbara Rubenstein of Huntington Woods and Marcia Baum of Detroit. Not present: Linee Diem and Phyllis Lowenstein, both of West Bloomfield, Barbara Hillman of Huntington Woods, Karen Amber of Novi and facilitator Adele Robins.**

## Inside Look

Local company makes a quantum leap in medical imaging technology.

Harry Kirsbaum | Contributing Writer

**F**rom holographic images of internal organs to pill-sized miniature cameras that explore the digestive system, Israel has been a leader in medical imaging technology.

But a small, local startup company has taken a quantum leap in providing a 3D look into the human body.

Bloomfield Hills-based Intrinsic Medical Imaging (IMI) translates standard MRI and CAT scans into high-resolution 3D videos and still images that allow a doctor to diagnose a patient, a medical student to study the anatomy or an attorney to use the video as admissible evidence in a personal injury case.



Jorey Chernett

Jorey Chernett founded the company ([www.intrinsic-mi.com](http://www.intrinsic-mi.com)) four years ago after he moved to West Bloomfield with his wife and three sons. The move came after selling his interest in a company in Dallas that developed a dental crown device that allows dentists to take a digital scan of a tooth, mill a crown in the office and cement the restoration in one sitting.

“I wanted to be closer to my family and encouraged Jorey to look for opportunities after the sale of his company,” said Stacy, his wife and director of national accounts for the legal side of the business. She grew up in West Bloomfield, went to University of Michigan and met Jorey on a blind date in Chicago. They belong to Temple Israel in West Bloomfield.

It didn’t take long before Chernett found his next project when he met two computer game designers who had developed a novel 3D technique that allows players to go inside structures.

He instantly saw a medical field application.

“Using the gamers’ 3D rendering techniques, we were able to convert two-dimensional data slices in CT or MRI scans into a 3D viewing experience, and travel inside various types of anatomy, such as flying up and down the coronary artery, inside the chambers of the heart or flying down the trachea, or anywhere else in the body,” said Chernett of West Bloomfield.

CONTINUED ON PAGE 12



# SALES OPPORTUNITY

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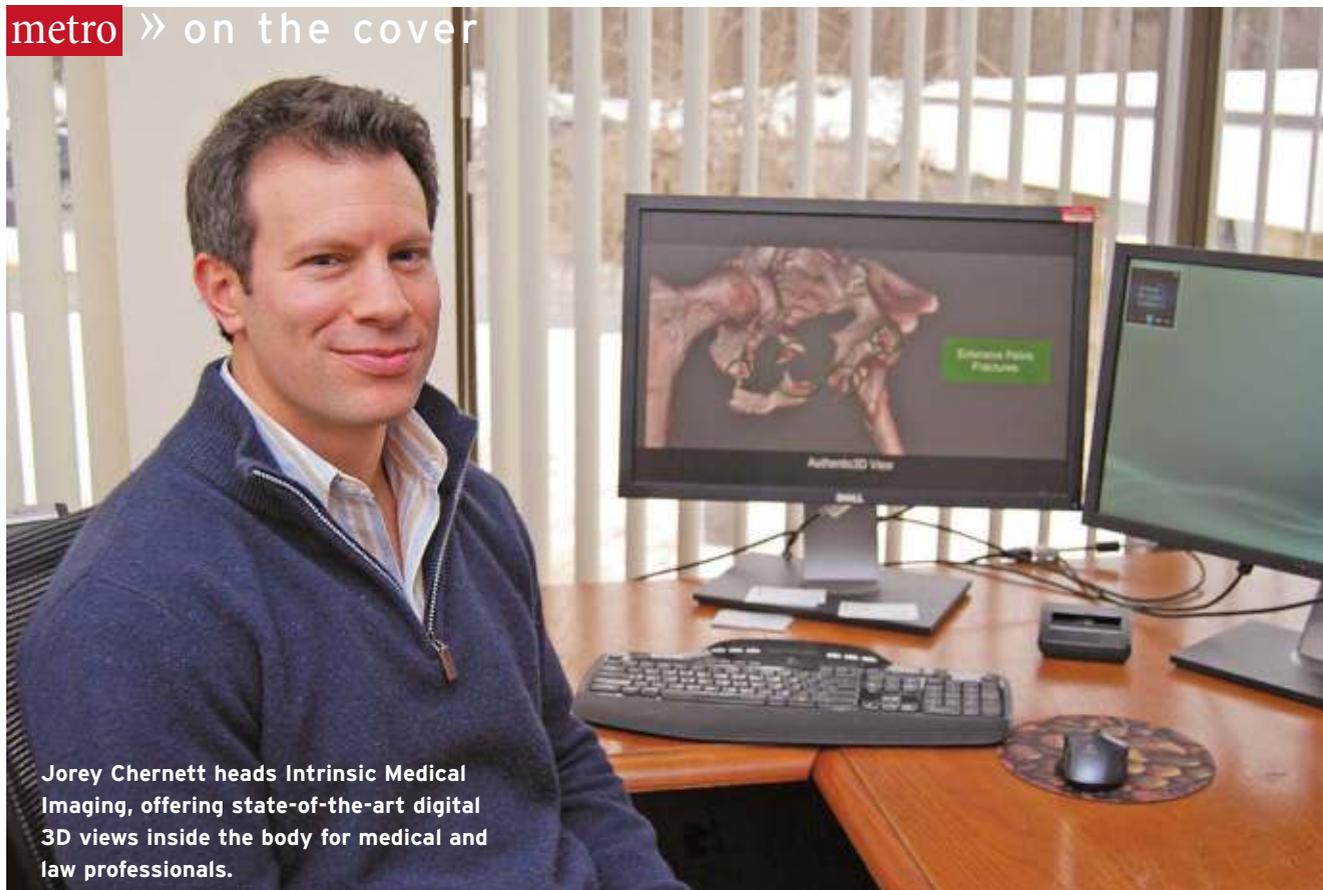
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Jorey Chernetz heads Intrinsic Medical Imaging, offering state-of-the-art digital 3D views inside the body for medical and law professionals.

## Inside Look

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### CONTINUED FROM PAGE 1

He took the idea and spent six months meeting with dozens of doctors across medical specialties to see if there was clinical value, “or if this was just cool stuff,” he said. “We got very positive feedback, and we decided to enter the medical field.”

#### State-Of-The-Art

Jeffrey Rubin, chief of vascular surgery and surgery professor at the DMC hospitals and Wayne State University School of Medicine, has been working with the program for more than a year. He calls it “a state-of-the-art system for arterial imaging.”

“It provides a completely innovative modality and affords us the ability to ‘drive through’ the arterial system, providing information that is not generally available with standard imaging,” he said.

“We have used this tool to evaluate approximately 50 patients. The value of this technology is that it potentially can enhance standard testing modalities and provide much more diagnostic information for planning surgical procedures as well as expediting diagnosis with more accuracy for patients with questionable findings.”

Chernetz found a market among attorneys last summer while collaborating with hospitals.

“I learned through an MRI expert servicing the personal injury attorney

marketplace that there was a lot of money being spent on exhibits that were medical illustrations taken from a CT, an MRI or an x-ray that were drawn by artists,” he said. “The average rate for a medical illustrator across the United States is about \$165 an hour, and the key is that it’s only a depiction and rarely admissible in court.”

So they began marketing IMI to trade shows for the legal profession and showed samples of their videos because their “technology is based on reality, not depictions. It’s the actual scan transformed into a 3D image or video,” Chernetz said.

Steven Gursten, an attorney who exclusively handles very serious car and truck accidents at Farmington Hills-based Michigan Auto Law, recently used IMI for the first time with positive results.

“The main benefit is that it is real; it is the client’s real injury that a jury or an insurance adjuster can see with their own eyes. It is admissible because it uses well-established medical technology and the images themselves are not altered,” said Gursten, who has recommended it to all 18 attorneys in his firm. “3D imaging makes it more understandable for a layperson to be able to see and fully appreciate the severity of the injury itself.”

And according to Stacy Chernetz, the legal side of the business has doubled every month since the fall of 2013.

Her husband said that the \$750 fee includes a video, a 72-hour turnaround

time, board-certified radiologist review and up to three still images of the pathology of interest.

“Our brand name, Authentic 3D ([www.authentic3d.com](http://www.authentic3d.com)), really speaks to what we do. It’s authentic as opposed to an artistic depiction or an animation,” he said. “We try to be affordable for all cases — the \$30,000 auto accident case as well as the \$1 million case, and we can get involved pre-litigation. It’s a digital image and can be incorporated into the insurance package that goes off to the adjuster, and it can drive faster settlements.”

With 20 people in the company and plenty of capacity, there will be no problem if their business explodes.

“Being in Detroit has been fantastic because we have access to tremendous talent that comes out of the universities,” Chernetz said. “We have a team of biochemical engineers who have come from Michigan, Wayne State and Michigan State, three fantastic universities that are located in our own backyard.”

“With their background and understanding of anatomy, they also are trained to use our software, and they also understand how to converse with radiologists and clients as well. This works in dispute resolution, pre-trial, mediation, arbitration and trial. Our value is that it’s evidence. But the core motivation has always been to save lives, and that’s where IMI’s spirit and energy lies.” □