



SUMMER 2013 INSIDE

Health



THE NEWSLETTER OF MUSCATINE RADIOLOGY & CORRIDOR RADIOLOGY (formerly Westside Imaging)

“Better Together”

LETTER FROM JULIE LESTER,
PRACTICE ADMINISTRATOR



I trust this edition of our quarterly newsletter finds everyone enjoying the warm weather and outdoor activities! Corridor Radiology and Muscatine Radiology wishes everyone safe travels on their summer adventures. As we celebrate summer and Independence Day, I would like to once again remind our readers of their “Freedom to Choose” when independently considering their healthcare choices. Once you receive an order for a diagnostic imaging study (i.e. mammogram, MRI, Cat Scan, bone density exam, ultrasound, or general x-ray), it is your legal right to choose where that exam takes place. Most insurance companies still acknowledge a co-pay/out-of-pocket cost (i.e., \$25-\$30) when utilizing an imaging center for your diagnostic services versus a higher deductible out-of-pocket cost (i.e., \$1500 - \$4000) at a hospital. No matter whether you have insurance, or are paying entirely out-of-pocket, we guarantee you will experience the lowest cost for your exam(s) at the best diagnostic imaging facility in the

area by the same group of highly trained radiologists (see Dr. Truhlar’s article on page two). To preserve the lowest cost healthcare delivery goal for diagnostic imaging as well as the private practice of medicine, Corridor Radiology and Muscatine Radiology (through their parent company, Radiologic Medical Services, PC), have joined a management services organization (i.e., Iowa Community Physicians) representing five other independent physician practices in the Iowa City area. In an effort to be “better together,” the objectives of this organization are to share resources in ways that reduce overhead, expand marketshare, implement best practice goals, and prepare for the future. The five independent private physician practices that comprise this organization are: Radiologic Medical Services, PC, ENT Medical Services, PC, Urologic Associates of Iowa City, PC, Iowa City Heart Center, PC, and Surgical Services, PC (featured on page 2 of this newsletter). Should you have any questions regarding this information, please contact me or Jessica Wittman (Corporate Liaison) at any time. We will be happy to entertain your comments at 319-545-7310. **Have a safe and happy summer...Fins up!**

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- Employee Spotlight: Carrie Cole
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- Life Happens. CT Imaging Can See You Through It
- MARCH MAMMO MADNESS: See the list of sponsors on page four!



A LETTER FROM THE PRESIDENT...

Scott M. Truhlar, M.D.
President, Radiologic
Medical Services, P.C.

President, Iowa
Radiological Society



In this issue, I'd like to talk a bit about how the radiologist physicians of Radiologic Medical Services make sure that our best, most capable physician interprets your exam. While most folks know that radiologists have been through the standard four years of medical school, it takes another five years of radiology residency to complete the training period to become a board-certified radiologist! After that, some radiologists voluntarily undertake an additional, optional fellowship year to sub-specialize in one of the ten areas of radiology.

The radiologists of Radiologic Medical Services have completed fellowships in musculoskeletal radiology, body radiology, neurologic radiology, and interventional radiology. When combined, this pool of sub-specialty training covers the range of radiologic exams most of our patients need on a day-to-day basis.

How do we use this expertise?

Our radiology group utilizes an advanced computerized system of image sharing called a Picture Archive and Communication System ("PACS"). This sophisticated system allows our radiologists to review images performed at any of our affiliated sites. Basically, any study performed at Mercy Hospital – Iowa City, the Steindler Orthopedic Clinic, ENT Medical Services Iowa City, Corridor Radiology, or Muscatine Radiology gets interpreted by our most highly trained radiologist no matter where that radiologist is located.

What does this mean for our patients?

Whether a patient gets a knee MRI at Steindler Orthopedic Clinic, Corridor Radiology, Muscatine Radiology, or Mercy Hospital, the images of the study are interpreted by one of our three radiologists who have deep expertise in those studies.

Wherever a mammogram is performed, it is interpreted by one of the six radiologists in our group who focus on mammography.

Whether a CT ("Cat Scan") of the nasal sinuses or temporal bones is performed at one of our private imaging centers or off-site, it is interpreted by a radiologist highly skilled in those studies.

We believe this commitment represents the best practice of medicine, and we set our work schedules to provide the best interpretations possible for all of our patients. This is just one more way our entire operation is centered around providing the best care for our patients... no matter where the study is performed—or where the radiologist is sitting!



Surgical Services, PC

Our Valued Partners:

**Serving the Community
Since 1973...**

The radiologists and staff of Corridor Radiology and Muscatine Radiology are proud of their partnerships with many of the most trusted medical providers in Eastern Iowa. We are pleased to highlight one of our partners in this issue: Surgical Services, PC, located near Mercy Hospital Iowa City:

When you or a loved one needs surgery, you want the best possible care. Surgical Services, PC will work with you and your physicians to properly diagnose your condition and develop an individualized treatment plan. Their capable surgeons operate at Mercy Hospital Iowa City and Washington County Hospital. And, they are the only general surgeons to operate at the Iowa City Ambulatory Surgical Center, where most outpatient procedures can be performed at substantial cost savings. Their team of surgeons diagnose and treat a full range of complex surgical problems in the following areas:

Hernia Surgery
Breast Surgery
Port Placements
Colon Surgery
Varicose Vein Surgery
Gastric Tube Placements
Anal/Rectal Surgery

Gallbladder Surgery
Appendectomy
Skin Conditions/Surgery
Intestinal Surgery
Colonoscopy/Endoscopy
Reflux Surgery



EMPLOYEE SPOTLIGHT

Prior authorizations (PAs) are such an important part of healthcare in today's day and age. Before PA's, doctors could order any type of scan for most any reason. PA's were implemented essentially to develop a system that promotes a more effective use of imaging services and addresses preventable radiation exposure. It is the responsibility of the rendering facility or physician to ensure that prior authorization has been obtained when necessary. We feel that it is our duty as an imaging facility to make this as painless and easy as possible.

Meet Carrie Cole, our prior authorization specialist. Carrie handles all of our "in house" issues regarding prior authorizations and verifies all of the exams that are scheduled. "I am always looking for ways to improve my skills and to learn more efficient ways to get my job done. I also value ideas from my peers on how they handle their jobs. Therefore, I want to always be available for any questions or concerns," explains Cole. "Prior authorizations are such a key part of healthcare...they reduce health care costs while reducing patient exposure to unnecessary radiation from inappropriate diagnostic testing." Carrie understands that there is some frustration that comes with the PA process; therefore she would like to reach out and be available! **Her contact information is 319-545-7307 or carrie.cole@rms-radiology.com**

Cole also assists in many other facets of the center, including assisting with billing operations, overseeing the reception desk and assisting the radiologists with credentialing and other various time-sensitive issues.

"Meet Carrie Cole, our Prior-Authorization Specialist, who handles all our in-house PA issues."



MAMMOGRAM CONVENIENCE

Switching Mammogram Clinics Has Never Been Easier!

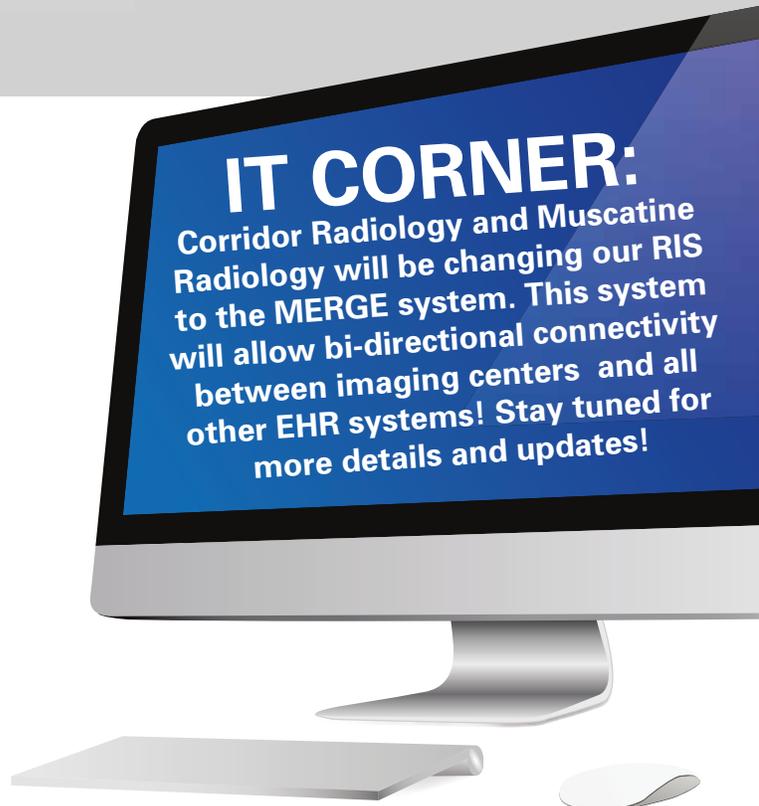
Do you have to travel a long distance for your mammogram imaging services? Do you desire a more comfortable or private setting for your exams? Are you seeking an imaging center that eases your fears and offers a warm, friendly and professional environment? If you answered yes to any of these questions, it may be time for you or a loved one to switch to one of our private clinics. Whether you've had previous exams at a hospital setting, private clinic or another setting, you can easily switch locations and have all your future mammograms conducted at Corridor Radiology or Muscatine Radiology. We are able to get prior mammogram studies into our office with ease, with very little effort required of the patient. Best of all, patients will receive the same continuity of care! Call us today if you are thinking of switching clinics.

We would love to help you make the switch!



IT CORNER:

Corridor Radiology and Muscatine Radiology will be changing our RIS to the MERGE system. This system will allow bi-directional connectivity between imaging centers and all other EHR systems! Stay tuned for more details and updates!



MARCH MAMMO MADNESS MONTH!

Corridor Radiology was thrilled to host their "March Mammo Madness Contest." We would like to thank the participants of the March Mammography Madness Contest. OB-GYN ASSOCIATES, South Slope, Hills Bank, Transformations Salon and Spa, Jennifer Swearingen, NP Team Breast Friends sponsored by Margaret Smollen, North Liberty Family Health Centre, PC and Steindler Orthopedic Clinic.



"Life Happens. CT Images Can See You Through It..."

Should you need it, Computed Tomography provides detailed views of your lungs, bones, soft tissues & blood vessels



Brain, cta Brain

Sinus

Facial & temporal bones

Soft tissue neck, carotids

Cervical spine

Thoracic spine, chest, aorta

Lumbar

Pelvis/hips, Abdomen/hips

Upper extremities

Lower extremities

Legs

Call us today to find out more about our CT services.

