

REGIONAL MEDICAL IMAGING Inside View

A New Look

Evolving our brand to better match today's RMI.

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Evolving our brand to better match today's RMI. For more than 20 years, Regional Medical Imaging has provided superior service to physicians and patients throughout the mid-Michigan region. Our staff and locations have grown as we have remained committed to delivering fast, accurate results to your offices and an exceptional patient-friendly experience.

In the last two decades, we've seen numerous changes in imaging technology. And just like we've changed over time to remain on the leading edge of imaging services, we've decided now's the time to update our approach.

Things are going to look a little different around here. We believe this new, user-friendly approach better matches today's RMI experience.

NEW LOGO: Simple, declarative, easy to read. Those words define the structure of our new logo. The colors blend both the traditional and contemporary, again matching the essence of our organization.

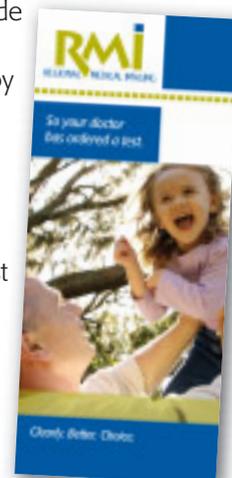
UPDATED WEB SITE: We are updating our web site www.rmpc.net. Physicians can use the site as a reference tool and to access Vision Reach, our hassle-free electronic medical record system.

Patients can find information about our services and locations, and answers to common questions.

NEW BROCHURES: We've developed a new series of brochures. The first will provide patients with information. Another provides clinicians important information about our capabilities and locations. Our marketing representatives will provide these to you or you can contact our offices.

A SERVICE REPRESENTATIVE: Our new marketing representative, Carrie McCollum, is ready. Carrie's background as a diagnostic imaging technologist enables her to provide or find answers to your questions. You can reach Carrie directly by e-mail at cmccollum@rmpc.net or by phone at (810) 938-1764.

As we modify our marketing approach, our goal is to enhance our relationships with area physicians and their staff and communicate our continual efforts to improve patient care. So while you will start to see some changes in the way we look and the communication we provide, rest assured that one thing remains the same and will never change: our commitment to providing your patients with the best possible imaging experience.



Clearly. Better. Choice.

www.rmpc.net

from the desk of Randy Hicks, M.D., M.B.A.



Randy D. Hicks, M.D., M.B.A.

We know that patients don't choose to have a diagnostic test. But when the need arises and you send your patient – your customer – to us, we want you to be glad you made that decision!

How do we support that goal?

- We make scheduling as easy as possible, including working with your team to take care of all insurance issues. We are committed to staying late or coming in early in an effort to get the patient in quickly.
- We will work stat patients in immediately.
- We will return clear, declarative reports back to you quickly, usually within 24 hours.
- Our team of radiologists will connect with you directly on any unusual findings, and we are always available to answer any of your questions.
- Lastly – but most importantly – our entire team understands that a diagnostic test can be extremely stressful. We have developed an expectation throughout the organization that each patient should be treated like our guest – our customer. From our non-clinical surroundings to our associates' focus on treating patients with respect and dignity, we believe our patients will want to choose RMI again, should the need arise.

So yes, our look is new. Some other communication elements like this newsletter are new as well. There is, however, one thing that is absolutely constant. That is our appreciation for your referral business and our commitment to continue to do what we need to do to be your primary imaging partner.

Sincerely,

Randy D. Hicks, M.D., M.B.A.

VISION REACH PROVIDES EASY, IMMEDIATE ACCESS TO IMAGES

*Tired of waiting for films to be delivered to your office?
Frustrated by fighting firewalls that block your remote access?
Here's an innovative system designed just for you!*

Welcome to Vision Reach by AMICAS. Vision Reach is an EMR system that enhances your access to your patients' images. At RMI, we use Vision Reach because it's easier, faster, better – and for your patients that means offering them the clearly better choice when it comes to their diagnostic imaging needs.

Vision Reach uses e-mail and a secure Web-based portal to give you timely access to your patients' images and radiology reports. You can access your Vision Reach reports from your desktop, laptop, PDA or any Web-enabled device. No software installation is required, and you can access the reports no matter where you are ... no more navigating around firewalls.

You will be notified by e-mail when your patient's images and reports are ready. Vision Reach updates your patient's status in real time, so you know exactly where your patient is in the imaging process. And if you need to schedule additional testing, you can do so at the touch of a button.

Vision Reach enhances the fluidity of your workflow, enabling you to provide better, more timely care to your patients. The images and reports are presented together in a single multi-media package – no extraneous material to sift through to find the information you need. And, Vision Reach also offers easy access to a patient's historical data.

To learn more or to set up a Vision Reach account with RMI, please call 810-720-7557 or visit our Web site at www.rmipc.net.

PRE-REGISTRATION update

RMI is now using QUEST/CARE360, a web-based system from Quest Diagnostics for ordering tests and obtaining results. Use our CARE360 ID number on lab work so we can automatically receive a copy of your patient's results.

RMI's CARE360 ID number is: 22290254

Effective 8/1/08, Aetna PPO will require prior authorizations through Med Solutions. We will send your office more information on this new requirement.

For more information or questions regarding your patient's insurance coverage, please call the Pre-Registration department directly at 810-244-7100.

Breast Cancer: Change in Patient Management with PET/CT

INITIAL STAGING:

WHEN TO ORDER

- Initial staging of patients with known or suspected metastatic disease
- Initial staging of patients with locally advanced disease, as a baseline for therapy monitoring

CLINICAL IMPACT

(Journal of Clinical Oncology. Vol. 23, No 165 June 1 Supplement, 2005)

32 patients, majority clinical stage II & III, underwent PET/CT for initial staging; PET/CT changed management in 38% of the patients as compared to clinical staging (4 had primary rather than adjuvant chemotherapy, 3 had palliative chemotherapy for metastatic disease, 2 had delayed treatment pending further work up, 2 had a change in surgical procedure, 1 had a change in radiotherapy planning)

RESTAGING:

WHEN TO ORDER

- Symptoms of recurrence occur with a negative or equivocal work up
- Restaging or monitoring therapy for patients with locally advanced or metastatic disease

CLINICAL IMPACT

(Cancer. 2006 Dec 1; 107 (11): 2545-51)

47 patients 1 -21 years after initial diagnosis of breast cancer with elevated tumor markers. Accuracy was 81% for PET/CT versus 59% for contrasted diagnostic CT. PET/CT changed patient management 51% of the time (16 patients started either chemotherapy or radiotherapy, 2 patients had their chemotherapy or radiotherapies modified, 6 patients were referred to biopsy of which 2 were then referred to surgery).



Taking Our Services on the Road



Carrie McCollum

You can reach Carrie directly by e-mail at cmccollum@rmipc.net or by phone at (810) 938-1764.

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RMI SERVICES AND LOCATIONS

SERVICE	SITE(S) OFFERED*
PET/CT	LR
Computed Tomography (CT)	LR F GB
Magnetic Resonance Imaging (MRI)	LR
Nuclear Medicine	LR F GB
Mammography	LR F GB VL D
MRI Guided Breast Biopsy	LR
Stereotactic Guided Breast Biopsy	LR
4-D Breast MRI	LR
Bone Densitometry (DEXA)	LR F GB D
Ultrasound	LR F GB VL D
X-Ray	LR F GB VL D
Fluoroscopy	LR F GB
Vascular Imaging	LR F GB VL D

*** SITE(S)**

LR Lennon Road (Flint) **VL** Villa Linde
F Fenton **D** Davison
GB Grand Blanc

LOCATIONS

Flint Office

3346 Lennon Road
 Flint, Michigan 48507
 (810) 732-1919

Fenton Office

221 W. Roberts Street
 Fenton, Michigan 48430
 (810) 629-4192

Grand Blanc Office

8483 Holly Road
 Grand Blanc, Michigan 48439
 (810) 694-8201

Villa Linde Office

5059 Villa Linde Pkwy • Suite 25
 Flint, Michigan 48532
 (810) 732-8870

Davison Office

1141 S. State Road • Suite 26
 Davison, Michigan 48423
 (810) 658-4454

Billing: (810) 244-3871

Medical Records: (810) 732-1846

Pre-Registration: (810) 244-7100

Schedule appointments at your convenience. Mornings, evenings, or weekends, you decide! RMI offers evening and weekend appointment times to fit your schedule. Remember, you have a choice. Thanks for choosing RMI.



www.rmipc.net
 810-732-1919

Clearly. Better. Choice.

