

AMICAS Reach™

Making You & Your Staff

More Efficient

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The core of everything we do here at RMI is providing state-of-the-art medical imaging and accurate interpretations. But our standard of service to referring physicians doesn't allow us to stop there.

In our commitment to bend over backwards to deliver the highest quality experience, we also strive to reduce your costs and the administrative burden on your staff by making the process of distributing images and reports as fast and efficient as possible.

AMICAS Reach is the critical resource that allows RMI to accomplish this. With the convenience of a single login and an intuitive, user-friendly interface, integrated images and reports on your patients are accessible directly from the physician portal on the RMI Web site at www.rmipc.net/for_physicians. Compared to traditional approaches such as phone calls and faxes to request and receive reports, or waiting for delivery of hardcopy films, AMICAS Reach makes the process vastly more efficient.

Even if you have used other PACS systems, AMICAS Reach offers significant advantages. You can configure preferences for how and when you receive secure notifications on your patients. These notifications are updated on a real-time basis. And unlike traditional PACS systems, AMICAS Reach is simple to set up and use, requiring no plug-ins, helpers, or heavy downloads. RMI will even configure AMICAS Reach on the computers in your office, at no cost to you.

If you don't yet have access to AMICAS Reach, we would be pleased to visit your office to set up the system and get you and your staff started. We can also provide additional training if you already have AMICAS Reach but would like a refresher on how to use it. **To arrange a visit, please contact Carrie McCollum, RMI's Customer Service Representative, at (810) 720-7557.**



AMICAS Reach is a new zero install solution that uses common e-mail and secure messaging to deliver images, reports, and information to any e-mail-enabled device via a secure Web-based portal.

RMI
REGIONAL MEDICAL IMAGING

Clearly. Better. Choice.

www.rmipc.net
810-732-1919

from the desk of Margaret D. Taha, M.D.



RMI Provides a Women-Friendly Approach to Imaging

The American Academy of Family Physicians surveyed women last year on their healthcare attitudes and preferences. While the survey, entitled *"Fixing Health Care: What Women Want,"* covered a broad range of issues, its findings

coalesced around a major theme: women want a patient-centered "medical home" for themselves and their families.

The participants' vision of a medical home includes such attributes as an ongoing relationship with a doctor who knows their history; same-day appointments when they become sick; and well-coordinated follow-up and communication when hospitalization or involvement of multiple doctors is required.

It struck me that this concept expresses precisely what RMI strives to accomplish. With a full complement of modalities, emphasizing but not limited to women's imaging, RMI provides a medical imaging home for women, their families, and their physicians.

This theme runs through our practice, and includes:

- Facilities designed for the comfort, privacy, and dignity of our female patients
- Convenient hours and prompt appointment scheduling
- Standards of service, attentiveness, and sensitivity from our physicians and staff
- Accurate reporting and timely communication with referring physicians
- A collaborative approach to serving patients and their physicians as part of a coordinated medical team

So, with this insight from the AAFP in mind, we look forward to helping you care for your female patients and their families.

RMI EXPANDS DIGITAL MAMMOGRAPHY SERVICES

Now Available at Fenton, Grand Blanc, and Lennon Road



Digital mammography has contributed significantly to the accuracy of breast cancer detection, with enhanced clarity and the ability to magnify the digital images.

Since the images can be transmitted immediately online, digital mammography

also makes it easier and more efficient to share images and reports, facilitating consultation among specialists and surgeons.

RMI recently added digital mammography to our Fenton and Grand Blanc locations, as part of our continuous effort to provide state-of-the-art women's imaging throughout Mid Michigan. This expands on our original digital mammography services at the Lennon Road facility.

We're delighted to now be able to make this outstanding imaging modality more accessible and convenient to your patients.

RMI Joins

SmartHealth Network

RMI now participates in the SmartHealth Network, the new health insurance plan for employees of the Genesys Health System. This expanded coverage ensures greater access to RMI services for all local residents.

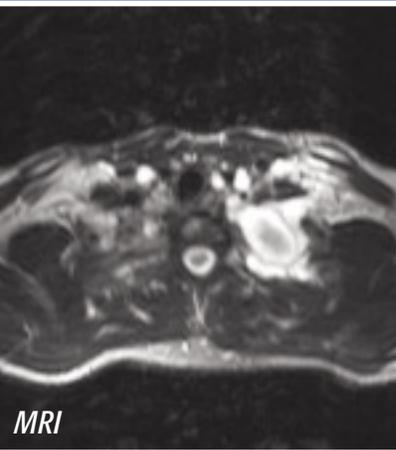
REMINDER:

Prior Films and Reports are Essential to Accurate Diagnosis!

Please remind your patients to bring any relevant prior films and their associated reports to their appointments at RMI. This will give our radiologists an important baseline for comparison and facilitate a more accurate, timely diagnosis.

CT or MRI?

Choose the Right Study for the Right Diagnosis



CT and MRI are among the studies that most often present a choice among modalities. For challenging situations, such as complex suspected cancer cases, choosing the optimal exam may depend on several variables specific to the patient's situation. RMI's radiologists, with experience across the full range of modalities, are in an excellent position to provide referring physicians with insight into such decisions.

In some cases, CT and MRI may be complementary, as this example illustrates. A 20-year-old male patient complained of left shoulder pain, and contrast-enhanced CT failed to completely delineate the extent of a left brachial plexus tumor. He was taken to the MRI suite, and the full extent of the large neoplasm was seen clearly in multiple planes.

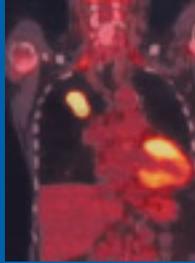


The differences stem from how the images are generated and the contrast elements used. CT uses radiation and images electrons; thus, electron-dense objects like bone are white, with contrast based on the iodine molecule. MRI uses a very strong magnetic field to image water protons, with contrast based on the gadolinium molecule.

RMI's board certified, fellowship trained CT and MRI sub-specialists will be pleased to help you choose the most cost-effective diagnostic imaging modality for your patient. To arrange a consultation, please call (810) 732-1919.

Expanded Medicare Coverage of PET for Cancer Diagnosis to Begin in July

The Centers for Medicare & Medicaid Services (CMS) decided in April to broaden coverage, effective July 3, of PET (positron emission tomography) scanning for most solid-tumor cancers.



The decision followed a recommendation from the National Oncologic PET Registry, which found the modality valuable, based on 40,000 PET studies, for managing many types of cancer.

According to the Radiology Business Management Association, the new guidelines allow coverage of PET for most Medicare beneficiaries with cancer. Specific requirements apply to coverage in initial vs. subsequent treatment, based on type of cancer and the physician's assessment of the need for a PET study to determine the cancer's location and extent and the appropriate treatment strategy.

You can read the details about this CMS decision by visiting www.rmipc.net, for physicians.

Convenient Hours for Patients

With so many people today managing hectic schedules – especially women balancing career and family demands – patients are increasingly expecting their medical providers to offer a greater choice of office hours. That's why we offer late evening and Saturday hours at our Lennon Road location. As our bend over backwards promise implies, we'll do what it takes to get your patients scheduled quickly and at a time that suits their schedule.

Hours at the Lennon Road location, a full-service imaging facility:

M-F: 7:00 A.M. - 10:00 P.M.

Sat: 8:00 A.M. - 4:00 P.M.

Focused on Patient Care

In these tough economic times, are your patients foregoing an imaging study because of their financial situation? Before they make a decision to not have an important procedure done, have your patient call RMI Billing **(810) 244-3871** to see what discount and/or payment options are available.

RMI SERVICES AND LOCATIONS

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

*** 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

RMI offers evening and weekend appointment times to fit your patient's schedule. We know you have a choice in imaging partners. Thanks for choosing RMI.



www.rmipc.net
 810-732-1919

Clearly. Better. Choice.