

# Chief Executive Officer

**Name:** [Michael Yuz, MD, MBA](#), Chief Executive Officer, [USARAD](#)



Diagnostic Imaging

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## His Story:

Yuz came to the United States from Russia with his family at age 14 and had an entrepreneurial bent. Within a year of moving, he took on a newspaper route that grew to 1,000 customers. He hired adults for delivery and he managed collections, selling the route toward the end of medical school. Yuz initially planned to be an engineer, but met a radiologist and loved the technology. "I knew early on I would not just be a radiologist. I needed to run a business," he said. That entrepreneurial spirit continued during his internship and radiology residency, when Yuz bought and sold internet domain names and flipped houses on the side. After becoming board-certified, Yuz earned his MBA, focusing on telemedicine.

He started the teleradiology company USARAD in 2008, adding subsidiaries XMRI.com, a second opinion radiology service and SecondOpinions.com for all specialties in 2013. "To me, building a teleradiology company isn't much different than building a newspaper route. You need responsiveness, great quality of work, customer service, and exceptional turnaround time, and of course, pricing."

The logo for Diagnostic Imaging features the words "Diagnostic Imaging" in a blue, sans-serif font. The text is set against a light blue, horizontally-oriented oval background that has a soft, feathered edge. The entire logo is positioned in the bottom right corner of the slide.

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## How Radiology Training Helped:

While he did not gain business skills at medical school or during residency, he said his radiology training made him more successful at starting a radiology-based company than someone without that background. "To start any business, you have to be the best on the planet at what you do. Radiology residency was critical because I got to be a good radiologist," he said. He recommended that radiologists in training make sure that they're versatile in every area of radiology to make themselves more marketable.

## Advice For Radiologists Who Want to be Entrepreneurs:

"The harder you work, the luckier you get," said Yuz. "It's a lot of hard work and persistence. Never give up." It can take years for the venture to become successful. And while he earned an MBA, Yuz said that life experience is more important than a business degree. Yuz also advised not to fear taking risks. "Don't be afraid to experiment and try new things," he said. And you should find the smartest people you can to work with you. "One person cannot do it. It's all about people, the team. You need to have complementary skills," he said.