



**USARAD.com**  
RADIOLOGY-ON-DEMAND™

## **USARAD.com Launches National Radiologist Support Network**

### **Novel Program Helps Strengthen and Optimize Inpatient and Outpatient Radiology Practices**

**November 22, 2011, Mt. Laurel, NJ**--USARAD.com, a Joint Commission accredited provider of radiology and teleradiology services, launches a radiologist support network to help grow radiology practices across the United States. The new program pools the manpower and expertise of participants across multiple radiology practices. It realizes significant cost savings compared to traditional teleradiology services by utilizing the power of existing USARAD.com IT and radiology service provider infrastructure and enables participants to expand their expand service offerings.

The new USARAD.com support network will facilitate mutually beneficial relationships with radiologists and private radiology groups in several stages.

#### **Initial Stage**

The initial stage will involve implementation of USARAD.com's Radiology-on-Demand™ cloud-based platform, which provides participants with offsite radiologists for overflow, night, weekend and daytime vacation teleradiology coverage. Simultaneously, these participating local radiologists will join USARAD.com's team and gain immediate access to this state-of-the-art platform to support anywhere, any time reading of their own exams. Using the platform, practices also will be able to access multiple additional facilities with which they are credentialed. This includes other facilities in the same state and region as well as in the states where radiologists are licensed. Radiologists will be able to login and work during predetermined shifts as well as in a flexible fashion whenever time allows.

#### **Immediate Benefits**

Through the USARAD.com platform, radiology groups will be able to connect with other radiologists to create regional coverage pools, which will obviate the need for outside teleradiology services. Radiologists can cover as much or as little of their own call as desired. This will especially benefit practices that are not able to provide 24/7 coverage on their own. The result will be significantly improved continuity of patient care and elimination of the radiologist turn over common in current teleradiology models. Using the USARAD.com teleradiology platform, participating practices will be able to locate and offer the subspecialty expertise of fellowship trained radiologists and cardiologists 24/7 as needed. As a result, these local groups will be able to expand their services with such specialized exams as cardiac CT, echocardiography, breast MRI and more.

Comprehensive peer review will also be available through this program. USARAD.com will offer its expertise with proven internet and traditional techniques to help expand local practices and to assist with marketing and advertising. At the same time, these strategic alliances will solidify local practices and enhance efficiency. Radiologists will be able to earn significant extra income by reading their own and outside studies via the Radiology-on-Demand™ platform whenever they are available from any location.

### **Second Stage and Long Term Benefits**

During this optional stage, full IT integration will be implemented and all studies performed by the practice will be interpreted via Radiology-on-Demand™ platform. Assistance with on-site coverage will be implemented on a case-by-case basis via the USARAD.com network of thousands radiologists throughout the US.

Each local radiology professional corporation will also be able to enter into a long-term management services agreement with the outside Medical Services Organization (MSO), affiliated with USARAD.com. MSO is a unique additional offering expressly designed to relieve physicians of non-medical business functions so that they can concentrate on the clinical aspects of their practice. Additional benefits of the MSO agreement will include billing and back-office support at preferred rates due to economies of scale. MSO also will be able to provide practice management and administrative support services and develop medical malpractice insurance and equipment leasing discounts, as well as shared staffing and benefits. According to Michael Yuz, MD, MBA, CEO of USARAD.com, "These concepts resemble, to some extent, a franchise model except that local practices would be able to preserve their local identities, and individual radiologists would be able to become investors in the MSO. Thus long-term value will be created on both local and national levels."

**Please visit us at RSNA Booth 1635 (across from Siemens) to discuss details.**

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### **About USARAD.com**

USARAD.com is a fully physician-owned and operated company that interprets general and a full range of subspecialty exams in all imaging modalities. Utilizing unique Radiology-On-Demand™ cloud-based technology, USARAD.com is committed to providing timely and responsive image review using highly qualified specialists. All subspecialty interpretations are performed by board certified fellowship-trained radiologists and cardiologists. USARAD.com offers state-of-the-art proprietary RIS and PACS technology for advanced report communications with client sites via web-based interface and fax. USARAD.com are headquartered in Mt. Laurel, New Jersey, is one of the fastest growing teleradiology groups in the country. The company provides 24/7/365 service in all 50 states for imaging centers, hospitals and mobile imaging providers.

For further information on this unique new program, please call Dave Morgan at 888-886-5238 x 44 or Dan Klosterman at 888-886-5238 x 41, or visit [www.usarad.com](http://www.usarad.com).