

Introduction

Radiology is changing. Referring physicians are looking for more value from imaging services. How do radiology practices achieve this? While cutting charges for imaging procedures provides some immediate boost, to do only this can have deleterious consequences to financial viability in the long run. Instead, successful radiology practices must also improve quality of service to increase their overall value. The **MyRadiologist** web portal helps to accomplish this goal by merging a quick reference guide of the most helpful radiologic tests with common diagnostic clinical decision making pathways, all supported by reliable "concierge" service.

While certainly most referring physicians understand imaging as it relates to their field of practice, there is an ever-increasing expansion of imaging tests, offering potentially new diagnostic advantages. **MyRadiologist** is a repository of this information, in addition to other helpful imaging pearls (a few perhaps only radiologists know). Using the website one can negotiate through all possible imaging choices, finding the best diagnostic test available for their patients quickly, improving diagnostic accuracy and streamlining workup. This is less expensive overall and it is safer too - using only appropriate testing can limit radiation exposure to patients and risk from unnecessary procedures.

The website also provides full detailed information for schedulers and front office staff (CPT codes, patient preparation, etc) promoting correct upfront order entry and authorization submittal so there is less delay for patients as well as staff. Concierge service supports the user by exclusive backline contact to radiology schedulers and a direct communication link to a live radiologist via cell or text.

MyRadiologist is designed to be pocket accessible, equipping referring physicians with their own "personal radiologist on call". The mobile app allows them to quickly and confidently make the best imaging choice decisions. Live communication with schedulers and radiologists provide backup. Fostering a relationship of trust and reliability is the ultimate result.

access site at:

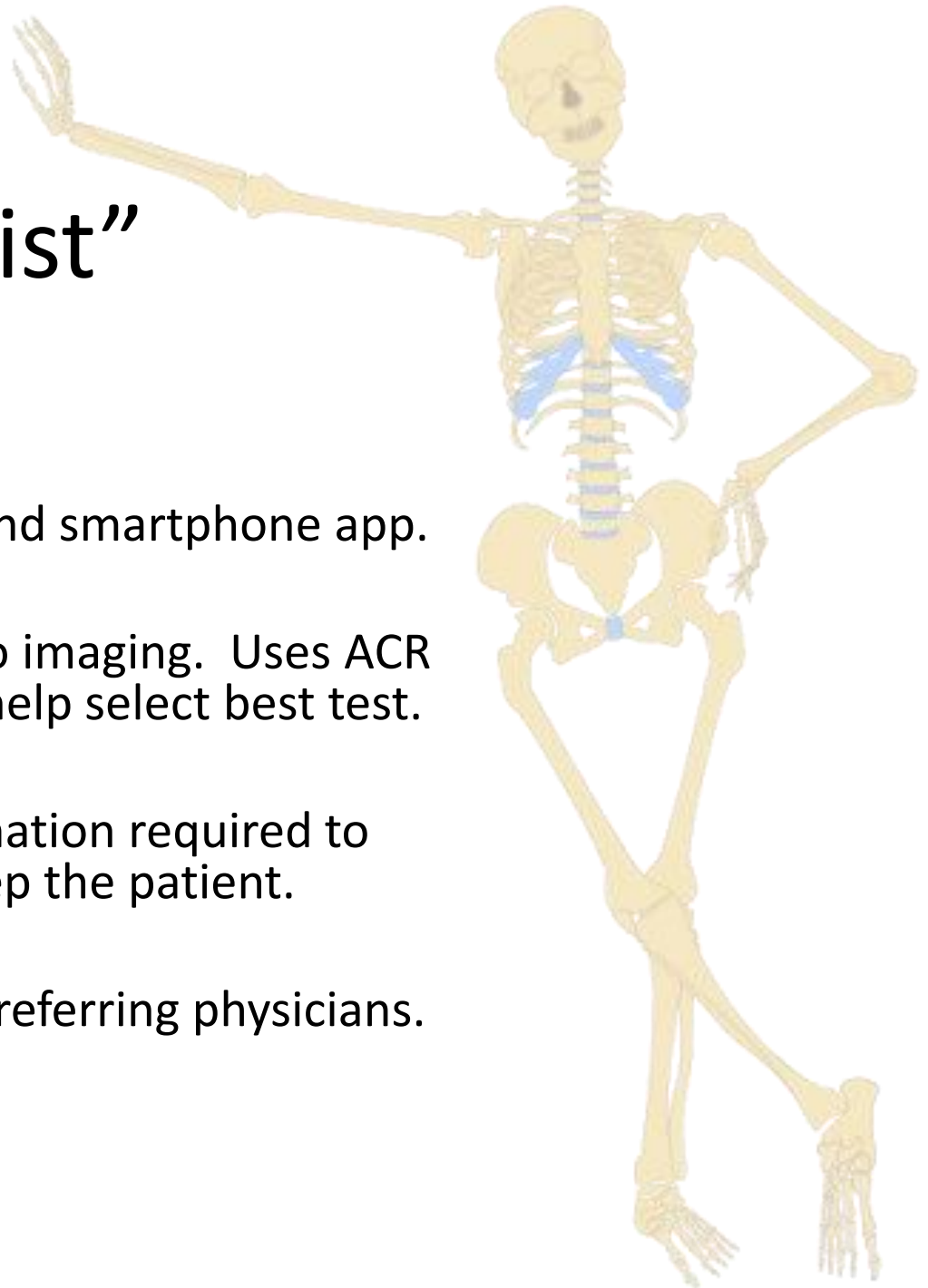
www.drwasley.com

Value Based Radiology

- Radiology is changing – we need to change.
- How do we keep existing customers as well as attract new business?
- Value = **Quality** / Cost

“MyRadiologist”

- Interactive desktop website and smartphone app.
- Functions as a pocket guide to imaging. Uses ACR appropriateness guidelines to help select best test.
- Repository of pertinent information required to correctly order the test and prep the patient.
- Communication tool with our referring physicians. Personalized concierge service.



What added advantage to referring physicians?

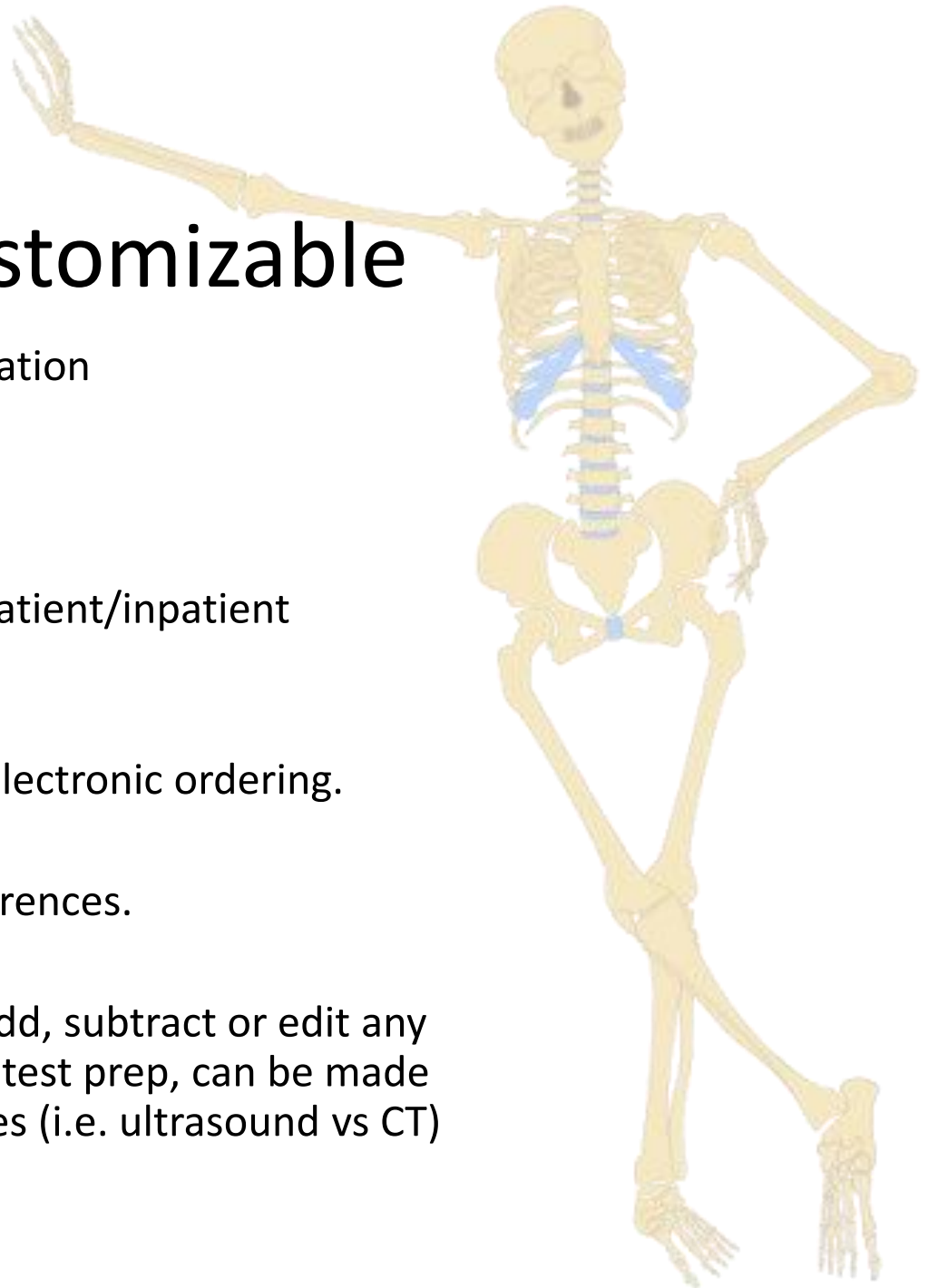
- Allow for more efficient use of time with their patients.
- Less hassle for physicians and their office staff
 - Facilitates ordering, authorization process, etc.
- Select the most appropriate test to diagnose the patient accurately and quickly.

Advantages to Radiology practices

- Communication tool. Establish relationships with preferred providers.
 - Develop mutually beneficial collegial working relationships.
 - Personalization creates quality service.
 - Be known in the imaging community as a reliable source of information.
- Appropriate ordering helps everyone. Overall saves time and money.
 - Correct orders, authorizations, CPT codes help the schedulers to eliminate delays by incorrect orders or authorizations.
 - Appropriate tests diagnose more patients faster and with less waste.
 - Assuring patients are adequately prepared help the technologists be efficient.
- Maximize billing. Enhanced reimbursement.
 - All CPT codes included on the order/auth of more complex interventions or combined procedures (i.e. CT myelograms, MR arthrograms).

MyRadiologist is completely customizable

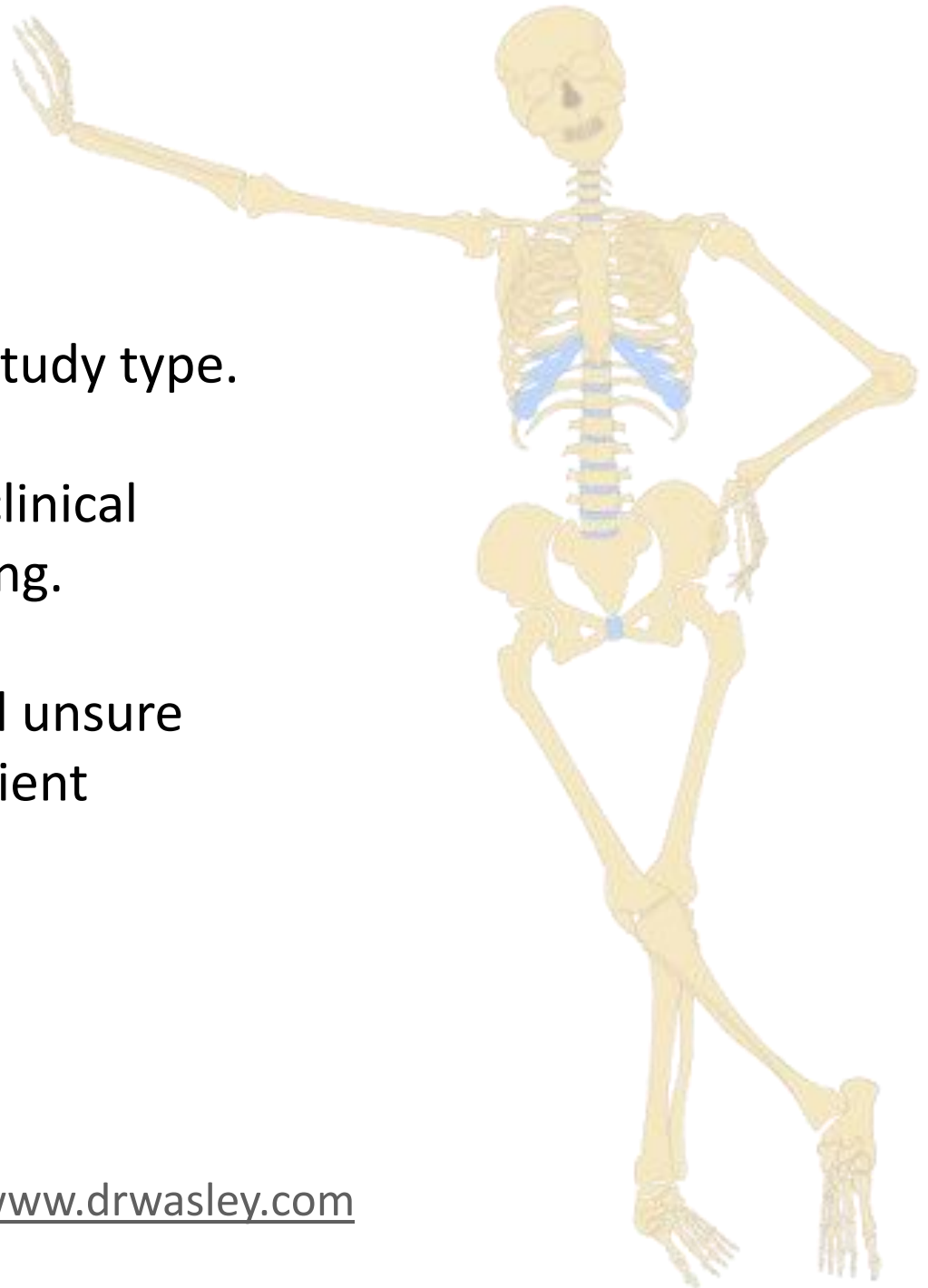
- Logo, pictures and facility information
- Phone numbers, contacts
- Number of sites to refer to (outpatient/inpatient facilities), radiologist biographies.
- Links to sites, CME talks, forms, electronic ordering.
- patient prep. Local practice differences.
- Databases fully updatable. Can add, subtract or edit any element. Strengths , weaknesses, test prep, can be made to reflect local practice preferences (i.e. ultrasound vs CT)



Illustrations

- Test selection based on study type.
- Test selection based on clinical symptom or specific finding.
- Referring physician is still unsure what test to order for patient

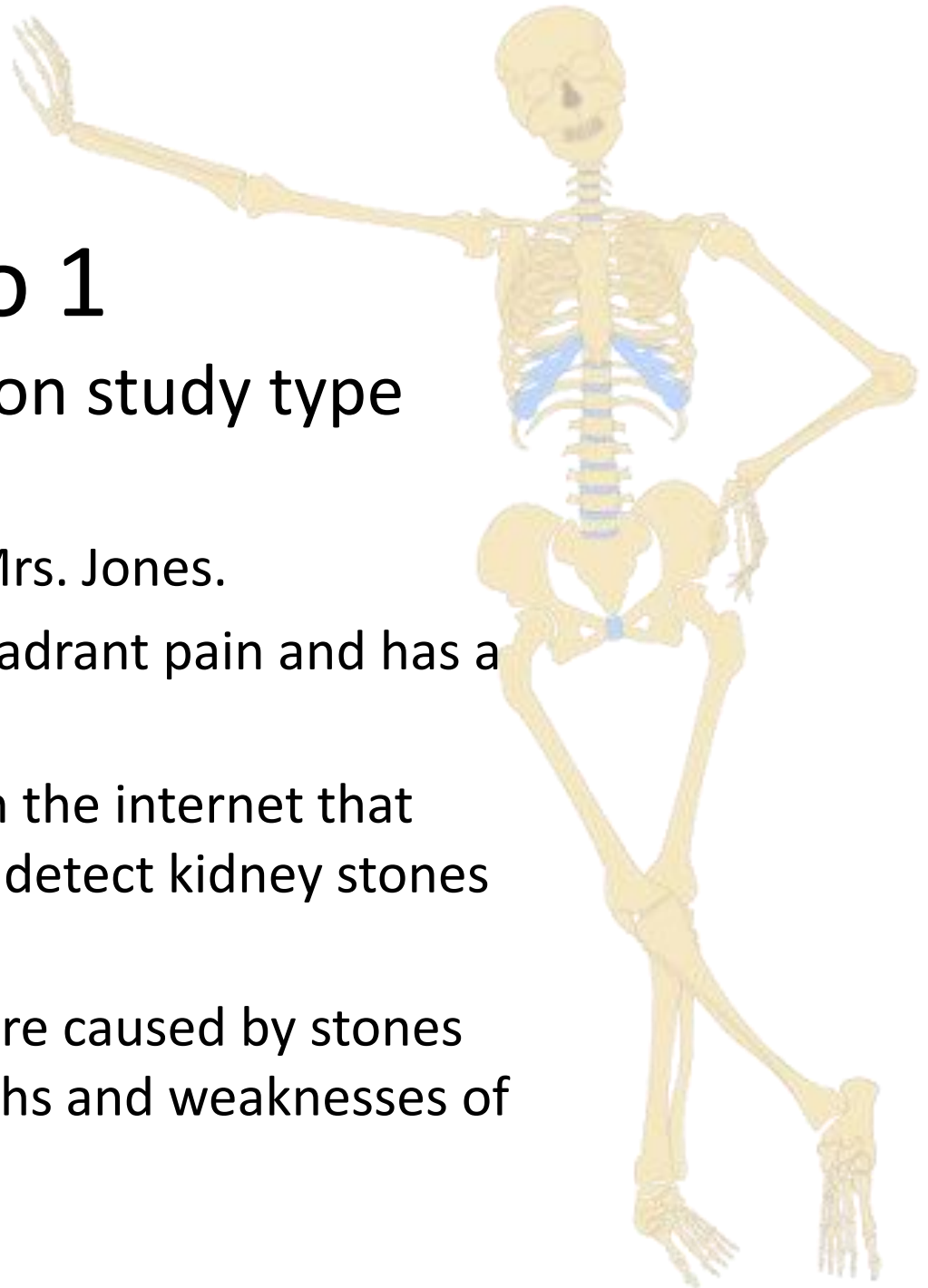
Access to site through www.drwasley.com



Scenario 1

Test selection based on study type

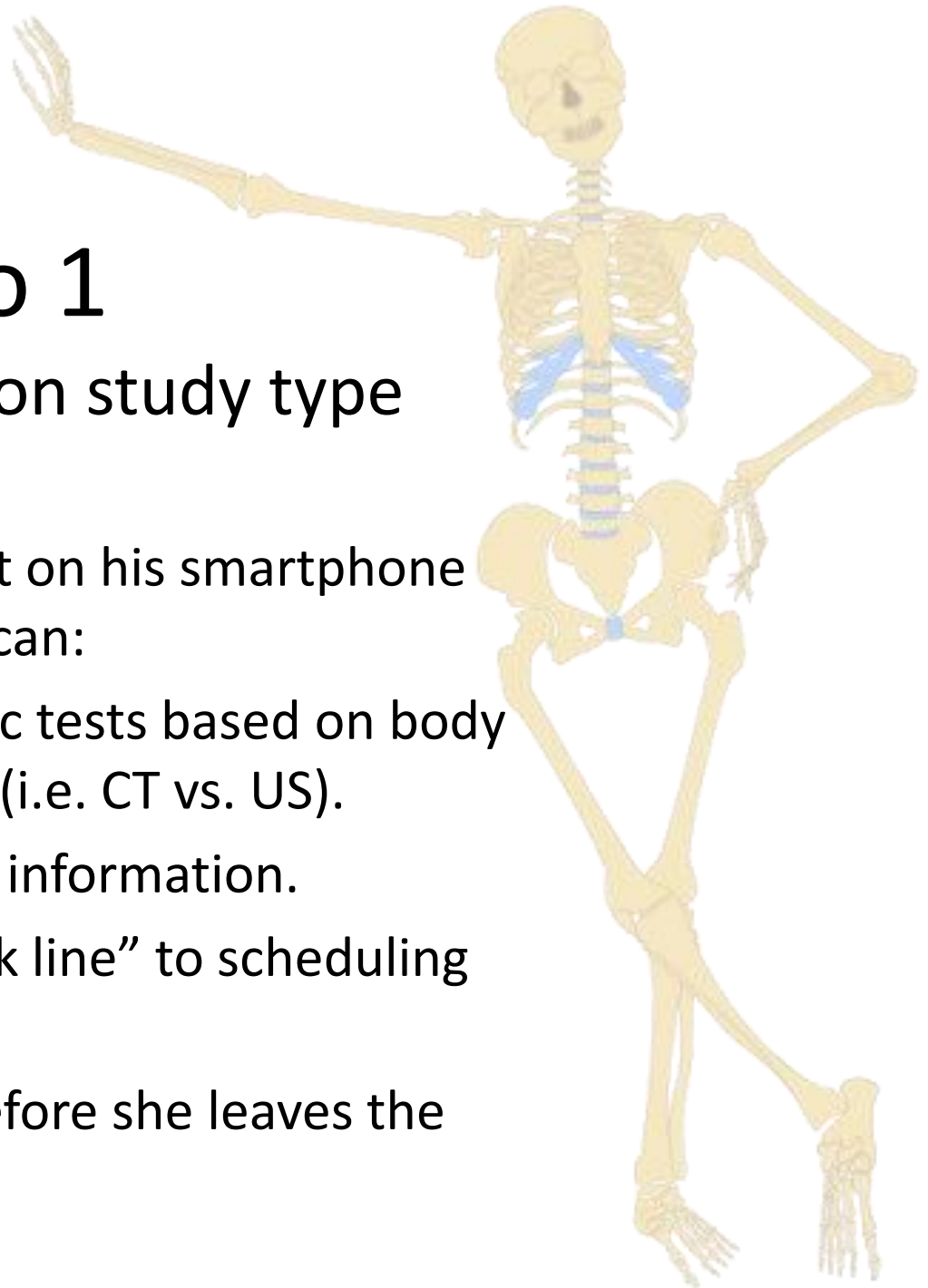
- Dr X is seeing his patient, Mrs. Jones.
- She is having right lower quadrant pain and has a history of kidneys stones.
- Patient says she has read on the internet that ultrasound can be helpful to detect kidney stones and wants that test.
- Dr X is not sure symptoms are caused by stones and wants to look up strengths and weaknesses of ultrasound in the workup.



Scenario 1

Test selection based on study type

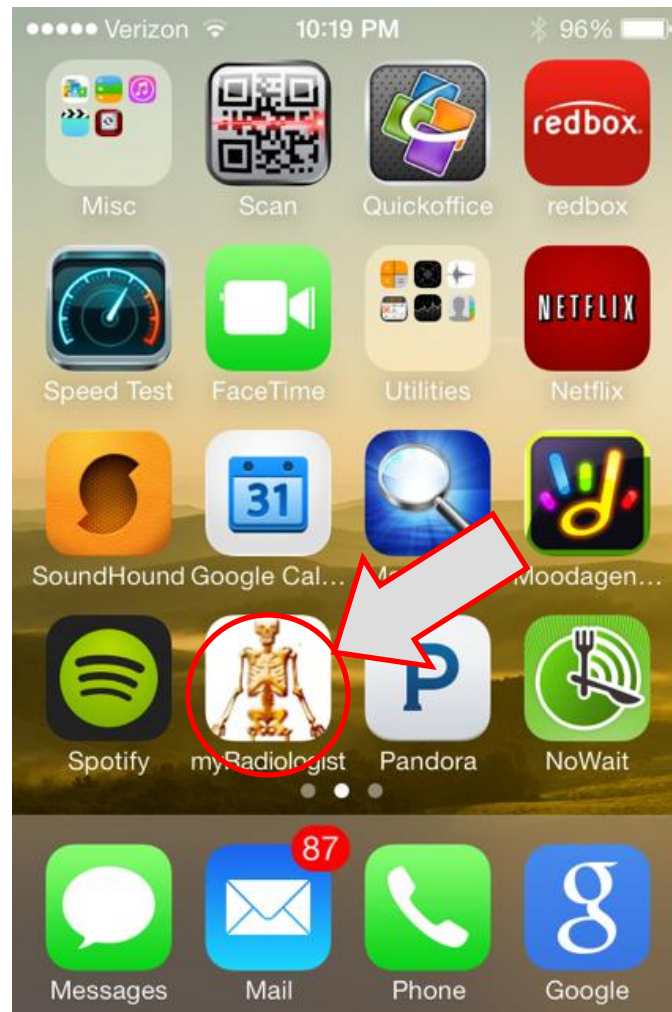
- Dr X activates myRadiologist on his smartphone while in patient's room. He can:
 - Access details of specific tests based on body region and type of exam (i.e. CT vs. US).
 - obtain correct ordering information.
 - Directly phone the “back line” to scheduling for concierge service.
- Patient knows exact plan before she leaves the office.



Dr X cellphone homescreen



Open myRadiologist on smartphone, tablet or desktop PC



Main page of site

Test selection by
Symptom / [Study](#)

Test Selection
Guidelines
IMAGING

SMMC/[OCMMC](#)

[Head](#)

[Neck](#)

[Chest](#)

[Abdomen](#)

[Pelvis](#)

[Extremity](#)

[Consult](#) [test](#)
[myRadiologist](#)
desktop users: call (949) 683-5586

[Call to
Schedule](#)
desktop users: call (949) 452-3573

[Spine](#)

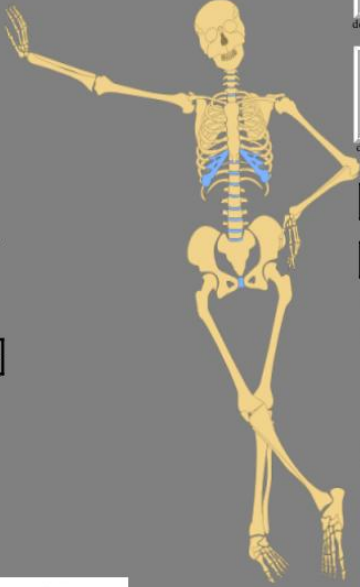
[CTA](#)

[Procedures](#)

[Is oral
contrast
required?](#)

[CME talks / articles](#)

[Our Radiologists](#)




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Details of website selectability

Information based
on “study type”

Test selection by
Symptom / **Study**

Select body
region to
direct query

Head

Neck

Chest

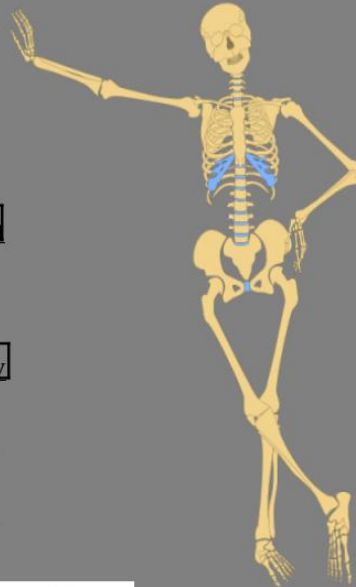
Abdomen

Pelvis

Extremity

Is oral
contrast
required?

Test Selection
Guidelines
IMAGING



SMMC / **OCMMC**

Hospital, town or
imaging address. In
this case “Orange
Coast Memorial”

Consult **test**
myRadiologist
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Spine

CTA

Procedures

CME talks / articles

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Select “abdomen”

Test selection by
Symptom / [Study](#)

Test Selection
Guidelines
IMAGING

SMMC/OCMMC

Consult [test](#)
myRadiologist
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Call to
Schedule
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Head

Neck

Chest

Abdomen

Pelvis

Extremity

Spine

CTA

Procedures

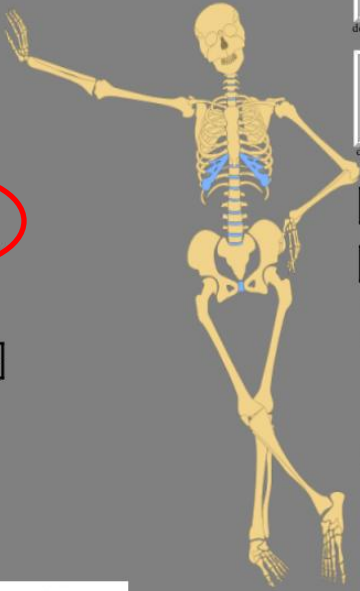
Is oral
contrast
required?

CME talks / articles

Our Radiologists

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Submenu under “abdomen”

[Select](#) MRI

[Select](#) MRI abdomen without gadolinium

[Select](#) MRI abdomen with gadolinium

[Select](#) MRI abdomen and pelvis with and

[Select](#) MRA renal/abdominal aorta

[Select](#) MRA abdomen/pelvis/runoff

[Select](#) US abdomen complete study

[Select](#) US Right upper quadrant

[Select](#) US kidneys

[Select](#) US right lower quadrant

[Select](#) HIDA scan

[BACK to main
menu](#)

Then select
“Ultrasound
of kidneys”



Information to help Dr X decide if this is the test he wants.

(info provided is in easily updatable database)

body part:	abdomen
Test to be performed:	US kidneys
Strengths:	evaluate kidney size, structure and possible hydronephrosis. Includes bladder survey.
Limitations:	If stone or mass suspected, CT is more sensitive first line study (nearly 100% stone detection rate); CT better for non-localizing symptoms - will evaluate all abdominal structures INCLUDING kidneys.
Contraindications	None.
	Click for more information necessary to order this test

If so, then select test here

[BACK to main menu](#)

But Dr X decides he does not want US kidneys, but instead a CT and pushes “back button”

Now selects CT
without IV
contrast

Which test are you interested in?

Select	CT abdomen and pelvis without IV or oral contrast
Select	CT abdomen and pelvis with IV contrast
Select	CT abdomen with IV contrast
Select	CT abdomen with IV and oral contrast
Select	CT abdomen without IV or oral contrast
Select	CT enteroclysis
Select	CT multiphase liver
Select	CT multiphase pancreas
Select	CT multiphase kidney
Select	CT multiphase adrenal gland
Select	CT abdominal hernia evaluation
Select	CT urogram
Select	PET CT
Select	MRCP

< >   

Dr X confirms this is what he wants and discusses with patient directly

body part:	abdomen
test to be performed:	CT abdomen and pelvis without IV or oral contrast
strengths:	great for renal/ureteral stone detection (near 100% sensitive. Oral contrast generally NOT needed unless recent surgery, chronic symptoms, tumor evaluation or in thin patients (helps to delineate bowel loops and mesentery).
limitations:	IV contrast helpful for other diagnoses and will not obscure detectable stones.
contraindications	None.
	Click for more information necessary to order this test
ACK to main menu	

Now he selects test here



Information required for order and auth if necessary

Test to be ordered:	CT abdomen and pelvis without IV or oral contrast
CPT code	74176
Exact format for order to be authorized:	CT abdomen and pelvis without contrast
Patient Preparation	None.

[BACK to Main menu](#)

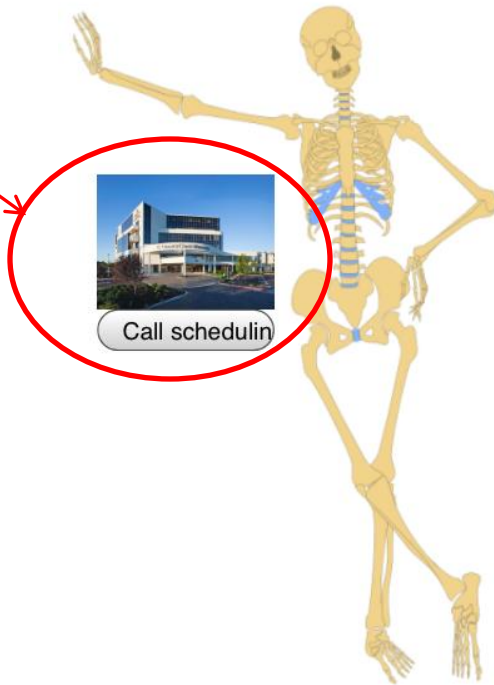
[ORDER THIS TEST](#)

Now he selects to order test here

Direct phone service by back line

ORDER TEST at OCMMC

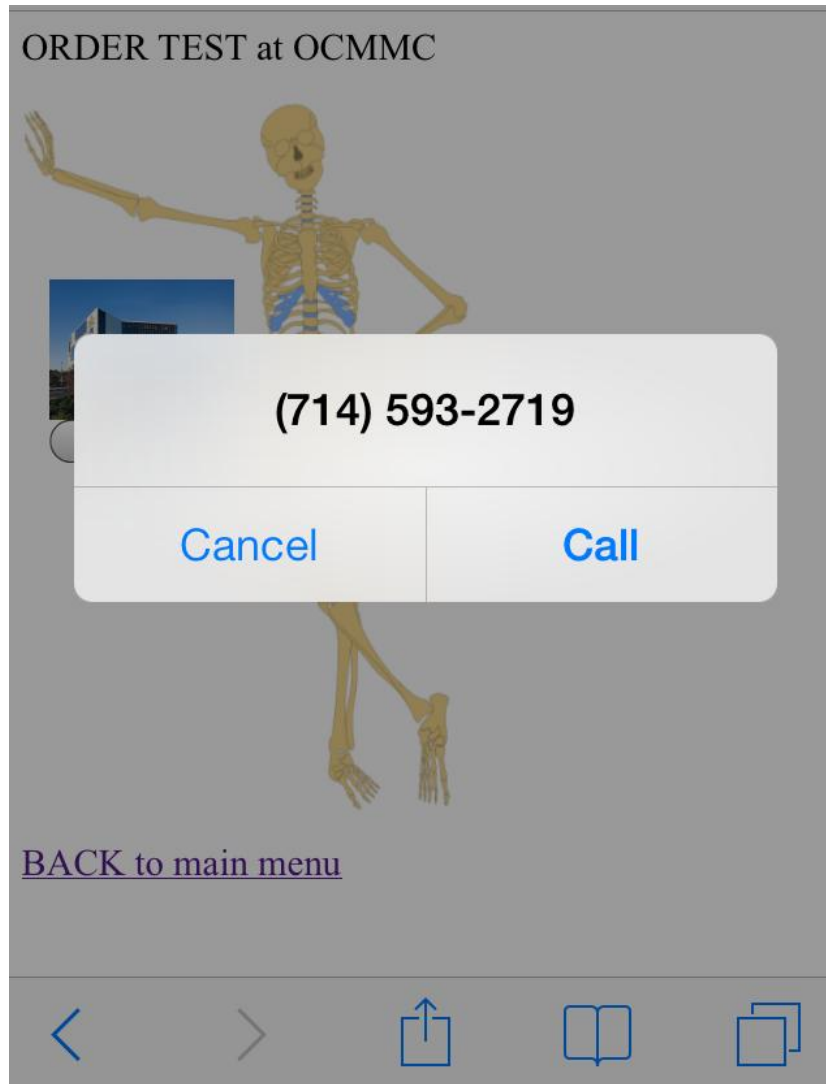
Select here



[BACK to main menu](#)



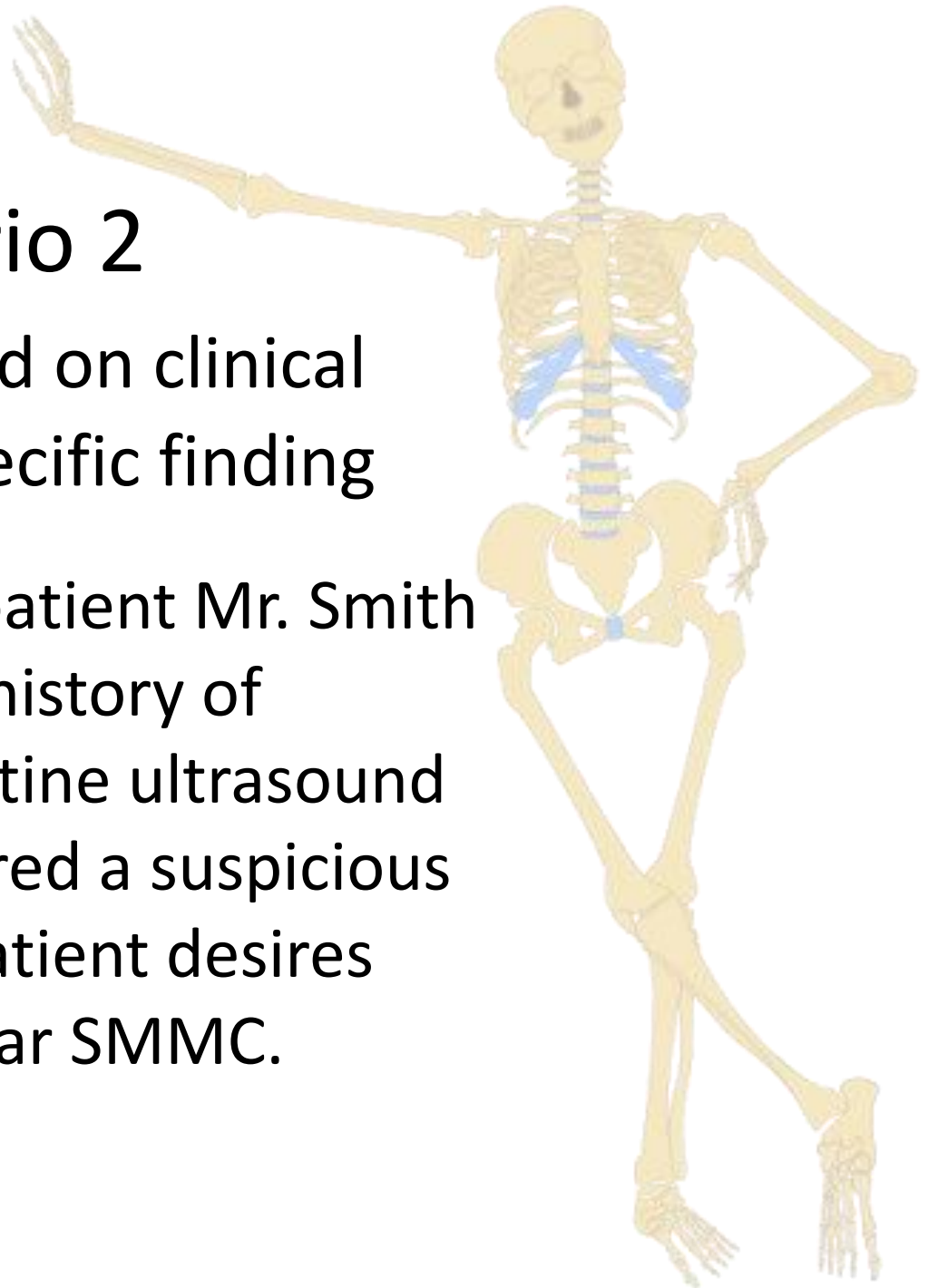
Direct phone service by back line



Scenario 2

-selection based on clinical symptom or specific finding

Dr Y is seeing her patient Mr. Smith in clinic. He has a history of hepatitis and a routine ultrasound elsewhere discovered a suspicious liver lesion. The patient desires further imaging near SMMC.



Dr Y opens myRadiologist

Dr Y wants to select most appropriate test by symptom or in this case a specific finding

The screenshot displays the myRadiologist website interface. At the top left, a box labeled "Test selection by" has "Symptom" and "Study" as options, with "Study" highlighted in blue. A red circle and arrow point to this box from the text on the left. The main heading is "Test Selection Guidelines IMAGING". In the center is a yellow skeleton graphic with blue highlights on the spine and pelvis. To the left of the skeleton are buttons for "Head", "Neck", "Chest", "Abdomen", "Pelvis", and "Extremity". To the right are buttons for "Spine", "CTA", and "Procedures". At the top right, it says "SMMC/OCMMC" and "Consult myRadiologist" with a green "test" button. Below that is a "Call to Schedule" button. At the bottom left is the "MEMORIALCARE HEALTH SYSTEM" logo with the tagline "Excellence in Health Care". At the bottom right, it says "SCR 2014".

Test selection by
Symptom **Study**

Test Selection Guidelines
IMAGING

Head
Neck
Chest
Abdomen
Pelvis
Extremity

Spine
CTA
Procedures

Consult **test**
myRadiologist
desktop users: call (949) 683-5386

Call to Schedule
desktop users: call (949) 452-3573

Is oral contrast required?

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Site specific ordering

Test selection by
Symptom/Study

Test Selection
Guidelines
IMAGING

Head

Neck

Chest

Abdomen

Pelvis

Extremity

Is oral
contrast
required?

Consult **test**
myRadiologist
desktop users: call (949) 683-5386

Call to
Schedule
desktop users: call (949) 452-3573

Spine

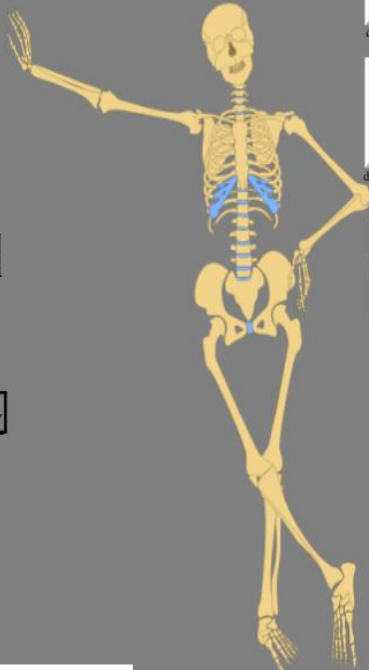
CTA

Procedures

CME talks / articles

Our Radiologists

SMMC/OCMMC



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Dr Y wants
imaging
performed
close to SMMC

Dr Y selects abdomen region

Test selection by
Symptom/Study

Test Selection
Guidelines
IMAGING

Consult [myRadiologist](#)
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Call to
Schedule
desktop users: call (949) 452-3573

Spine

CTA

Procedures

CME talks / articles

Our Radiologists

Is oral
contrast
required?

Head

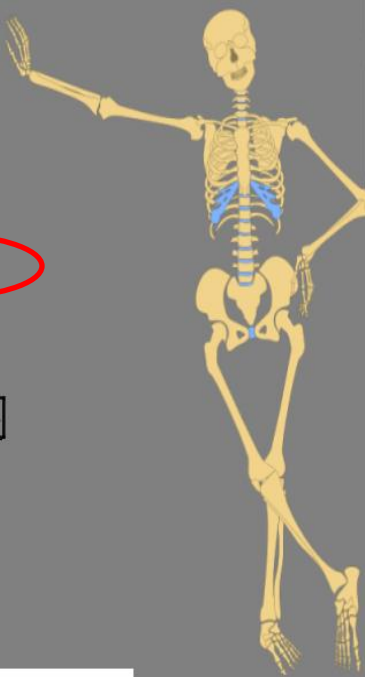
Neck

Chest

Abdomen

Pelvis

Extremity



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SCR 2014

Select the clinical concern

	What is the primary issue?
Select	suspected pancreatitis
Select	incidental liver lesion - initial characterization
Select	palpable abdominal mass
Select	suspected small bowel obstruction
Select	acute abdominal pain
Select	suspected appendicitis
Select	RUQ pain
Select	hematuria
Select	acute onset flank pain. Suspected stone disease
Select	suspected pyelonephritis
Select	Incidental adrenal nodule
Select	indeterminate renal lesion.
Select	> 3 days of pain/symptoms. Suspected postoperative abscess.



Select single best test to evaluate clinical concern

Symptom	incidental liver lesion - initial characterization
Considerations:	Incidental liver lesions are very common. In general workup should be attempted prior to biopsy. MR and CT most useful imaging workup. Probably little role for PET or nucs in initial eval. Ultrasound if suspect cyst or possibly to guide biopsy. MRI best over CT although CT close second. Use CT if MRI contraindicated, abnormal renal function.

Information to help Dr Y with selection

Tests in green are useful; yellow less so; and red generally not indicated.

Tests that may be helpful * :

Select	MRI abdomen with gadolinium
Select	CT multiphase liver
Select	MRI abdomen without gadolinium
Select	CT abdomen with IV contrast
Select	For other considerations, call or text radiologist. Go to main page.

Dr Y selects MRI abdomen

Database based on American College of Radiology

[BACK to main menu](#)

* based on ACR appropriateness criteria



Specific information on selected test

body part:	abdomen
Test to be performed:	MRI abdomen with gadolinium
Strengths:	For characterization of liver, renal or hepatic lesions. Very good for detection of hepatocellular CA/ characterization of discovered liver lesions of uncertain etiology.
Limitations:	In general CT is better for detection or workup of bowel and solid visceral (non-liver) abnormalities or for general screening.
Contraindications	1) Standard MR questionnaire as to contraindicated implanted devices, surgery, etc.; 2) Gadolinium will be dose-adjusted dependent upon creatinine clearance. It will not be given with CrCl <30 due to risk of NSF.
	Click for more information necessary to order this test

[BACK to main menu](#)

Dr Y wants to order MRI abdomen and selects here

Details for exact order/auth

Test to be ordered: MRI abdomen with gadolinium

CPT code 74183

Exact format for order to be authorized: MRI abdomen; with and without gadolinium

Patient Preparation None.

[BACK to Main
menu](#)

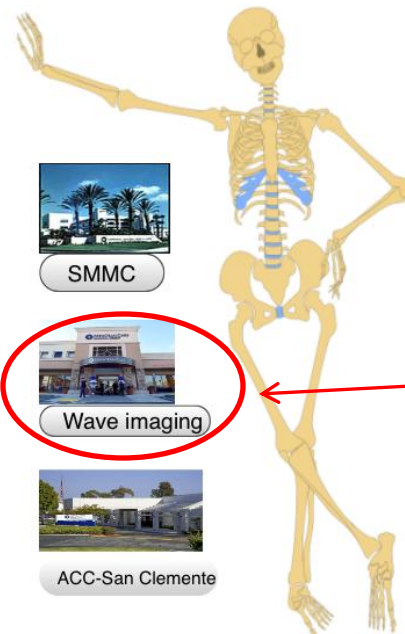
[ORDER this test](#)

Dr Y orders
this test



Ordering the test.

PREFERRED IMAGING LOCATION



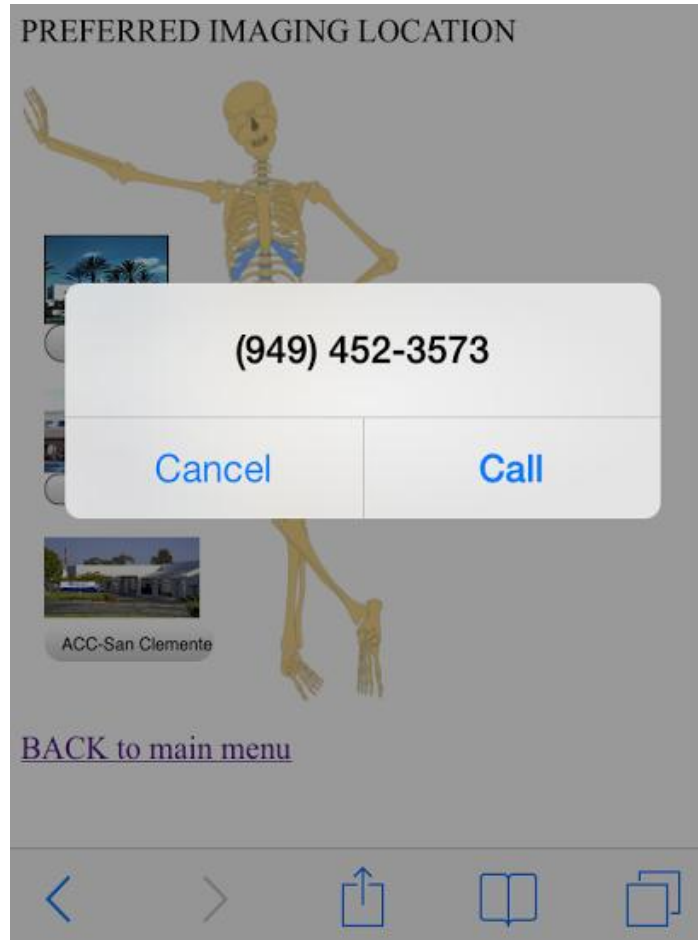
Customizable to call
backline service at specific
centers, link with EPIC or
other ordering system

Dr Y orders the
test at Wave
Imaging

[BACK to main menu](#)



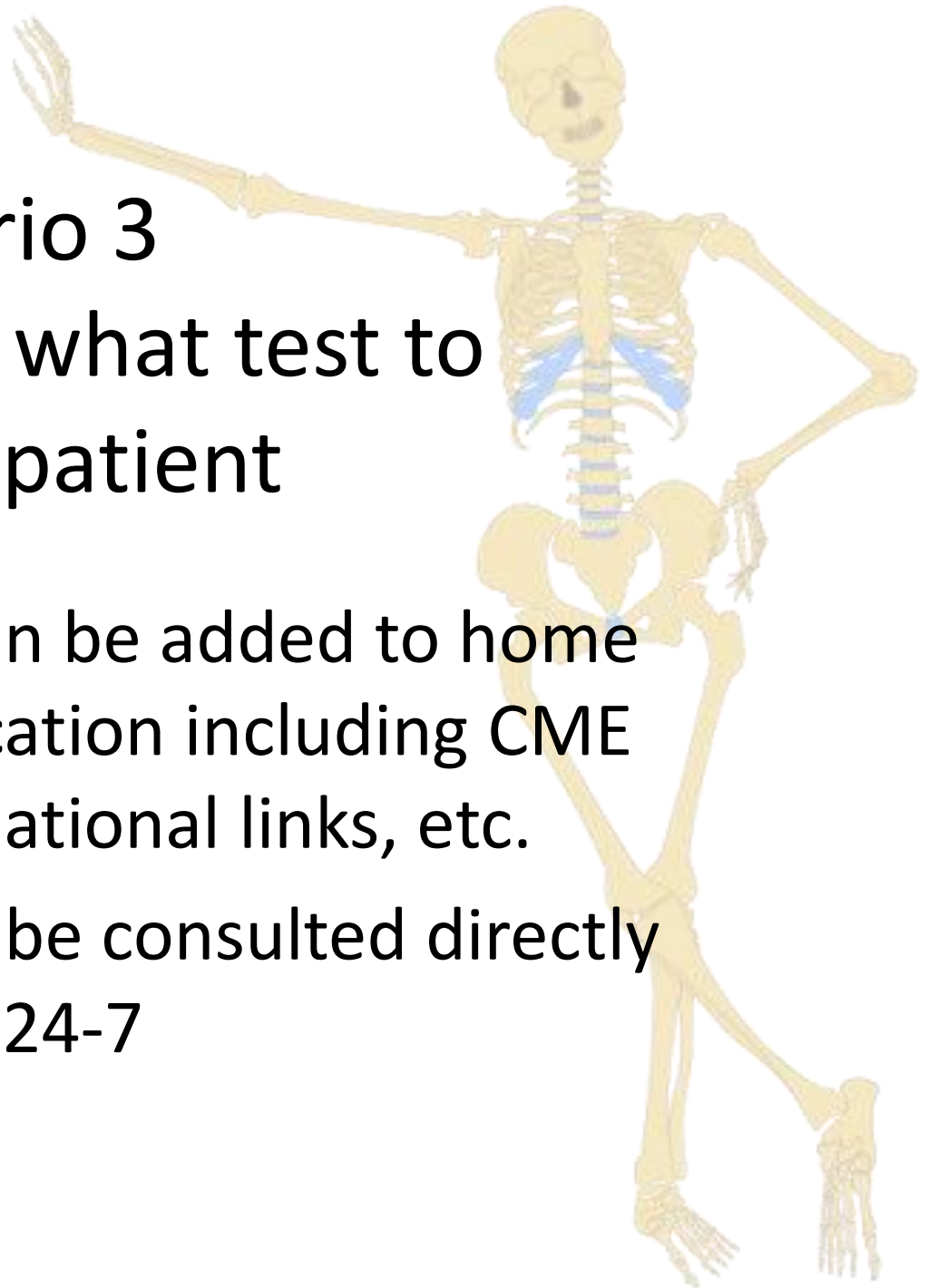
Dr Y calls backline to order test for Mr. Smith.
Scheduling team facilitates authorization through front
office of Dr Y.



Scenario 3

-Dr Z is unsure what test to order for patient

- Several links can be added to home screen of application including CME talks, informational links, etc.
- Radiologist can be consulted directly
24-7



Test selection by
Symptom / **Study**

Test Selection
Guidelines
IMAGING

SMMC/OCMMC

Head

Neck

Chest

Abdomen

Pelvis

Extremity

Consult **test**
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Call to
Schedule
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Spine

CTA

Procedures

Is oral
contrast
required?

CME talks / articles

Our Radiologists

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Calls or **texts** radiologist's
cell phone, 24-7.
Concierge service concept.

Calls backline of
scheduling.

Educational links

Provides links to
radiology staff
bios and contact
info

Informational
links

Customizable
logo

Concierge Radiologist Service

Test selection by Symptom / [Study](#)

Test Selection Guidelines
IMAGING

SMMC/OCMMC

[Consult myRadiologist](#) desktop users: call (949) 681-5586

[Call to Schedule](#) desktop users: call (949) 452-3573

[Head](#)

[Neck](#)

[Chest](#)

[Abdomen](#)

[Pelvis](#)

[Extremity](#)

[Spine](#)

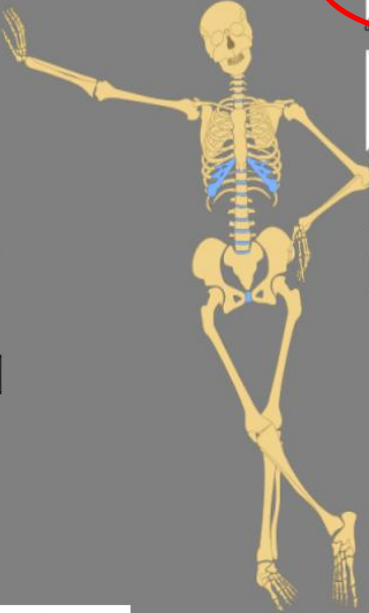
[CTA](#)

[Procedures](#)

[Is oral contrast required?](#)

[CME talks / articles](#)

[Our Radiologists](#)

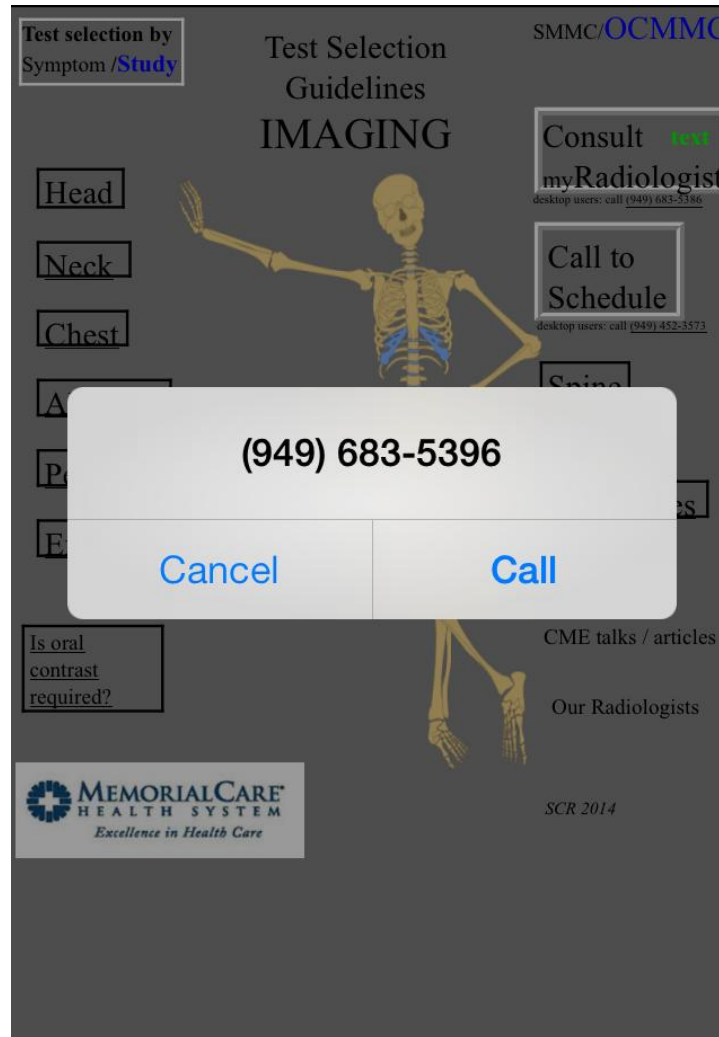


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Dr Z calls Radiologist, Dr Wasley directly

Concierge Radiologist Service



Dr Wasley has caller ID on his phone and answers "Good morning Dr Z. What can I help you with . . ."