

MAIN STREET RADIOLOGY NEWSLETTER

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MSR Launches New Website

Main Street Radiology has launched its completely updated website with new features for physicians and patients. As before, referring physicians may view their patients' images and reports through the website.

The website is powered by Google Translate, which enables the site to be viewed in multiple languages. Currently we are using Traditional Chinese, Modern Chinese, Korean, Greek, Spanish, as well as English.

Through the new website, patients can now print registration forms from their homes and have them filled out before they visit

the office. We have also included patient preparation information for every exam. Patients can also request appointments online. All appointments are confirmed the same day and in most cases within an hour.

We have also added references from the American College of Radiology (ACR) which provides information and guidelines for all imaging tests. Patients are able to link to the ACR website, where they will see that MSR is ACR certified in Mammography, Ultrasound, MRI, CT, PET, and Nuclear Medicine. The ACR is considered the gold standard for imaging and MSR is proud

to adhere to the strictest standards of the industry.

There are areas on the site that will give you a brief history of MSR and all the credentials of our highly dedicated and trained Radiologists. The user friendly website is also linked to Google maps for easy directions to our offices. The website also enables the user to give feedback on their experience with Main Street Radiology.

We encourage everyone to visit the site and take advantage of all the ways to enhance your experience at Main Street Radiology.

Please visit us at mainstreetradiology.com.

Outside Studies Scanned into MSR System

When a patient is scheduled to have a study performed at Main Street Radiology, relevant previous studies performed at an outside facility will be scanned into the Main Street Radiology computer system. These studies will be utilized for comparison purposes and will be available for review to our radiologists as well as the referring physician.

The patient may bring the outside study at the time of the examination, or any time following the completion of the study at MSR.

The patient may wait for the brief scanning process, and have the outside study returned to them immediately.

Outside studies may be in the form of film or CD. CD's are preferable as the quality of the images should be superior. However, a small percentage of outside exams copied onto CD's are not compatible with our computer system. In vast majority of the cases, CD's from outside institutions enable us to utilize our software to ana-

lyze and measure findings on the images.

All imaging modalities, including mammograms, can be scanned into our system.

In addition, patients may bring their outside studies to any one of our three offices, and images are made immediately available to any of our radiologists. If the outside exam is submitted after the generation of a radiology report, an official addendum will be made.

CHAIRMAN:

William Wolff, MD

WOMEN'S IMAGING:

Shirley Bassiri, MD
Kornylo Chorny, MD
Alice Kim, MD
Jocelyn Park, MD
Bobbi Ring, MD
Lai Ming Yu, MD

BODY IMAGING:

Lawrence Carl, MD
Yong Hahn, MD
John Iraj, MD
Maura Noordhoorn, MD
Steven Okon, MD

NEURORADIOLOGY:

Han Kim, MD
Jeffrey Lee, MD
Ke Lin, MD
Stanley Yang, MD

INTERVENTIONAL RADIOLOGY:

John DeRosa, MD
Erik Rios, MD
David Rogers, MD
Wales Shao, MD

MUSCULOSKELETAL IMAGING:

Anthony Italiano, MD
Ari Jonisch, MD

NUCLEAR MEDICINE:

Lawrence Schechter, MD
Jac Scheiner, MD

ADMINISTRATION:

Kenneth Seedorf (Director)
Samantha Abreu (Scheduling)
Stephanie Claros
Pauline Collins
Todd DiLeonardo (Asst. Director)
Sean Donohue (Nursing)
Brian Feig
Lucille Gavitt
Keith Joel (IT)
Steven Kozak (Ultrasound)
Joanna Lee (Marketing)
Barbara Nevins
Debbie O'Shea (Billing)
Angela Siu

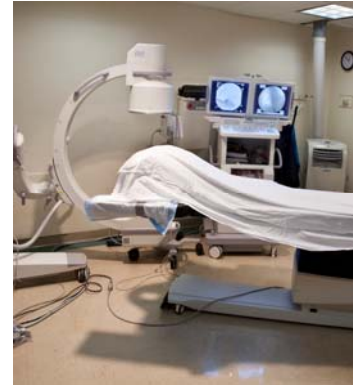
March Dedicated for Employee Training

Main Street Radiology has decided March to be the month that employees recertify for their Basic Life Support (BLS) credentials. MSR requires BLS certification for all Technical and Nursing personnel. At MSR, we will do everything we can to ensure the safety of all our patients.

In addition, we have required all Main Street Radiology employees to undergo Customer Service

Training. Each MSR staff member participated in a 4-hour training program.

With an increase in patient volume and ever changing health care environment, we feel it is necessary to make sure that all employees at our facilities are on the same page when dealing with patients. Our patients are our primary concern and rededicating the staff toward that mantra is our main focus.



Interventional Radiology Lab at 44-01 Northern Boulevard

Information Technology Support Hours Expanded

To assist referring physicians, as well as the radiologists and staff at Main Street Radiology, IT support coverage has been expanded. One of our IT experts will be available from 7 a.m. to 6 p.m. every weekday to answer any questions regarding our computer systems.

MSR IT team led by Keith Joel will address any problems with viewing images and radiology

reports online. In addition, they will assist referring physicians who wish to go paperless, by developing interfaces between MSR information systems and their electronic health-record systems.

The IT staff members will also constantly monitor the numerous computer systems that control scheduling, image storage and display, 3D post processing,

report generation and distribution, and billing, to ensure timely delivery of radiological services to our patients and referring physicians.

Aside from maintaining our information systems, the IT department is also very active in installing updates and upgrades.

One of our IT specialists can be reached by dialing extension 142.

New Automated Phone Reminder System

We have teamed up with Televox, who designed the new Main Street Radiology website, to provide telephone reminders for our patients. Every patient who has MRI, CT, PET, Nuclear Medicine, Mammography, Ultrasound, Bone Densitometry, and X-ray appointments will get a computer-generated phone reminder the day before their appointment.

Patients will be informed of the time of the appointment, which office they need to go to, and any other information regarding the procedure.

Reminders can also be sent by text messaging and e-mail. The reminder method can be requested when the appointment is made, and will be programmed into our system.

Some of our appointments are made months in advance. And the use of these computerized reminders have shown a reduction in our “no-show” rates. In addition, as more patients are arriving on time, we have seen more even flow of patients with decrease in wait times.



Staff Profile: Kenneth Seedorf, RT, CRA

Ken Seedorf has been the Administrative Director of Main Street Radiology since the opening of the first office in 2000.

Ken graduated in 1974 from The Catholic Medical Center School of Radiological Technology in Jamaica, New York. In 1985, he received his Master’s degree from St. John’s University in health-care management.

He began working at Booth Memorial Hospital Medical Center (now The New York Hospital Queens) in 1977 as a staff radiology technologist. Ken progressed to the role of Administrative Director of the

Radiology Department at NYHQ.

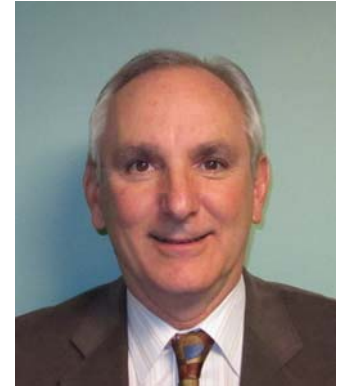
Ken is a registered X-ray technologist and a certified Radiology Administrator. He is a member of the RBMA (Radiology Business Management Association) and AHRA (Association for Medical Imaging Management).

He was instrumental in the opening and expansion of Main Street Radiology. He is responsible for the day to day operations of Main Street Radiology. Working with the radiologists he establishes and implements policies and procedures to

achieve operational objectives.

Ken oversees all productivity and quality of technology issues. He is supported by 13 administrative staff members, managing one of largest private radiology practices in New York City, assuring Main Street Radiology meets the needs of the Queens community, and creating an environment that promotes customer satisfaction.

With any administrative questions regarding Main Street Radiology, you can reach Ken Seedorf at extension 143.



Kenneth Seedorf

Images from Main Street Radiology

History: 65 year old male with rising PSA and negative prostate biopsy

Exam: Dynamic prostate MRI performed on a 3T magnet at Main Street Radiology

Findings: Low signal focus within the peripheral zone on T2 weighted sequence (arrow in figure 1) demonstrates increased dynamic enhancement on the post contrast image (arrow in figure 2).

Diagnosis: Prostate cancer.

Discussion: Dynamic prostate MRI utilizing 3T magnet is a highly sensitive test for prostate carcinoma. In patients with rising PSA and negative biopsy, MRI results can guide the urologist for a more successful biopsy.

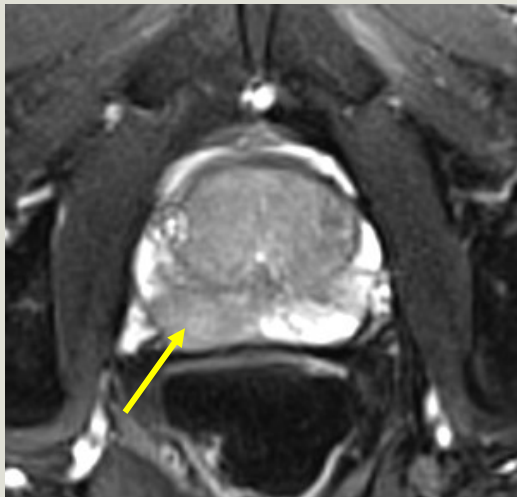


Figure1

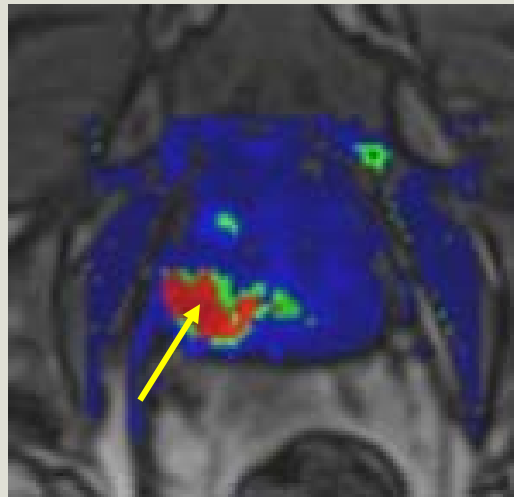


Figure 2

“IN PATIENTS WITH RISING PSA AND NEGATIVE BIOPSY, MRI RESULTS CAN GUIDE THE UROLOGIST FOR A MORE SUCCESSFUL BIOPSY”