

HB Healthcare Business Review

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RADIOLOGY SERVICES
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RADIOLOGY ASSOCIATES OF RIDGEWOOD

Redefining Diagnostic Imaging and Its Delivery

\$15



Radiology Associates of Ridgewood



The annual listing of 10 companies that are at the forefront of providing Radiology services and impacting the marketplace



ERWIN LIN, MD
PRESIDENT

OUR MISSION IS
TO PROVIDE THE
HIGHEST-LEVEL
DIAGNOSTIC
IMAGING
SERVICES AND
INTERPRETATIONS
TO THE REGION

RADIOLOGY ASSOCIATES OF RIDGEWOOD

REDEFINING DIAGNOSTIC IMAGING AND ITS DELIVERY

Change defines the dynamic field of radiology, courtesy of fast-paced technological advancements in diagnostic imaging. To keep pace and stay competitive in the increasingly complex medical care landscape, radiology service providers aim to deliver exceptional patient experience by the rapid adoption of the newest technology and having experienced radiologists dedicated to delivering outstanding service.

Radiology Associates of Ridgewood (RAR), an American College of Radiology (ACR)-accredited medical diagnostic imaging center, has been bringing this potent mix for more than 50 years.

The practice has made a name for itself by expertly moving through the rapidly evolving field of radiology to meet the imaging needs of a vast network of referring physicians and patients. RAR stands apart with the unwavering quality of its patient-focused, advanced radiology services delivered through a combination of cutting-edge diagnostic imaging technology and qualified radiologists and medical professionals.

What truly distinguishes RAR is the empathy, expertise and dedication of RAR's teams at every level of the organization. The culture of RAR is one of excellence, striving to employ best practices that evolve with the field of medicine. There is a commitment to the growth and development of the professional staff, creating a work environment where employees have dedicated years, and in many times, decades to RAR's practice.

Erwin Lin, MD, President of Radiology Associates of Ridgewood states, "Our mission is to provide the highest level of diagnostic imaging services and patient experience. We look to improve all aspects of the experience for patients and referrers from the first interaction to beyond the completion of the study. To do so we have developed a team of experienced staff and the most highly trained radiologists that are devoted to that mission and our culture. We utilize the most advanced technologies for patient care. Despite the changes in healthcare, we have continued to emphasize this mission and our culture throughout our over 50 years of serving the region."



RAR offers superior preventive and diagnostic imaging services. Its suite of radiology offerings includes computed tomography (CT), magnetic resonance imaging (MRI), digital radiography (X-ray imaging), pediatric imaging, nuclear medicine studies, fluoroscopy, ultrasound imaging, mammography, and bone densitometry services.

Along with advanced imaging technology, RAR employs a sub-specialization model for the interpretation of medical imaging studies. Radiologists with sub-specialized training in specific domains provide their expert interpretations for the respective studies, ensuring greater precision in diagnosis.

FIRST IN TECHNOLOGY ADOPTION

RAR has always been the first to offer the latest advancement in imaging, whether it was implementing 3T MRI for advanced brain imaging or 3D mammography for enhanced breast imaging while minimizing radiation exposure.

It is on the verge of upgrading its current equipment to top of the line models such as the GE MRI 3.0T SIGNA Architect Lift and GE Revolution CT. By endeavoring to continually upgrade its imaging technology, RAR is maintaining its reputation of being a pioneer and leader in delivering sophisticated radiology services.

“We will continue to adopt the most advanced technologies, and our radiologists will continually advance their expertise to provide the highest level of care to our patients,” says Dr. Lin.

To introduce revolutionary imaging technologies, RAR takes a complete team approach. RAR’s radiologists, technologists and managers leverage their vast professional network to learn about new technologies that have the potential to drive great value for referring physicians and patients. Referring physicians are updated on the newest imaging technologies, and their feedback on new and existing imaging equipment and technologies are given careful consideration. Multi-disciplinary radiology conferences with these referring physicians ensure the development of important professional relationships and the coordination of patient care.



HEATHER RADY, MS, ATC
CHIEF OPERATING OFFICER

GOING THE EXTRA MILE FOR THE COMMUNITY

RAR has constantly embraced innovation, domain expertise, and excellent service to make a niche for itself within the region. Its radiologists and technologists consistently deliver efficient and quality diagnostic imaging services with utmost compassion and empathy toward patients.

Assisting them in this endeavor is RAR’s office staff, working tirelessly to ease the administrative burdens faced by referring physicians to arrange for their patients’ diagnostic studies.

RAR adopts a personalized approach to radiology service delivery for patients by nurturing close relationships with its patients and referring physicians. It heavily invests in hiring the most highly trained and accomplished radiologists dedicated to its mission. RAR strives to create an atmosphere of excellence and collegiality for their radiologists to enable them to excel in their careers. This acts as a counter to the rising corporatization of radiology, which has prompted the conglomeration of radiologists into national for-profit corporations which have commoditized the field.

A MULTI-PRONGED APPROACH TO CARE DELIVERY

The process of delivering top care to patients starts early. Right from the first call, an elaborate and streamlined multi-pronged approach is used to onboard patients. They can contact RAR’s call center to swiftly connect to imaging center staff. Once an appointment is scheduled, patients are informed of the details of the particular test, and all of their questions are answered, including the turnaround time for test results.

Prior to the medical exam, RAR ensures patients are pre-approved by their insurance providers, lifting the administrative burden off referring physicians and their staff. During the entirety of the patient’s visit to the facility, they are treated with personalized attention and the utmost compassion. Exams utilize the highest-quality protocols and technology to ensure the quality of imaging, patient safety and comfort. For example, RAR recently added new Smartcurve technology to their mammography units to enhance patient comfort. When reviewing their website, you will see many testimonials from patients that express gratitude for the professionalism and care received during their visits.

After the study has been completed, in certain specialties, RAR’s in-house



navigators counsel patients and their families through their initial diagnosis. They also refer them to other physicians or surgeons in coordination with radiologists, if needed. Depending on the patient’s request, the studies are provided to them or directly to their physicians and care providers in physical or electronic form. When results of previous imaging exams at other facilities are helpful, arrangements can be made to pick up the studies and


The longstanding reputation of the organization and the recognition we have is courtesy of our excellent professional staff and our well-trained, well-recognized radiologists

upload them for direct comparisons to coordinate care on behalf of patients. The entire gamut of radiology services, delivered with a patient-friendly touch, has helped RAR garner immense appreciation from its clientele. Many patients have returned for years, and some even decades knowing that every visit will be seamless with exceptional care and customer service. An unwavering focus on delivering top-quality diagnostics

imaging and interpretation services amid changes in medical protocols and upgrades in imaging equipment, software, and confirmation systems, enables RAR to provide truly matchless, comprehensive care.

ROOTED IN QUALITY AND CARE

Along with a team of award-winning radiologists, about half of whom are female, RAR’s professional staff of technologists, nurses, and front desk personnel routinely, go “above and beyond” in creating a professional and comforting environment for patients. This attitude sums up their tagline “Focused on quality. Centered on care.”

“The longstanding reputation of the organization and the recognition we have received is courtesy of our excellent professional staff and our well-trained, well-recognized radiologists,” says Heather Rady, MS, ATC, Chief Operating Officer at Radiology Associates of Ridgewood. Firm in its principles of providing quality care to patients, RAR ensures best practices are implemented at its center. Its seasoned radiologists continually refine the best practices in their field and adopt a long-term strategy to managing the practice and guide the upcoming generation of radiologists and technologists.

RAR also seeks to leverage its ties with entities like American College of Radiology (ACR), the Radiology Society of North America (RSNA), Radiology Business Management Association (RBMA), Medical Group Management Association (MGMA) and the AHRA (Association for Medical Imaging Management), to ensure the adoption of best practices to offer excellent diagnostic imaging evaluation.

Driven to deliver highest quality and service in its journey through the changing healthcare landscape, RAR provides the best patient experience that expert radiologists and the latest diagnostic imaging technology can offer. **HB**

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