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Customers reserve their good word of mouth and loyalty for centers where they feel their needs were anticipated and met by courteous, caring staff.

Accredited with the American College of Radiology with board certified radiologists

Off The Record With Dr. David Leder

Quakerbridge Radiology Strives to Earn the Trust of Physicians and Patients Alike

Welcome to the first issue of *The Insider*. Quakerbridge Radiology Associates (QRA) created this publication as part of our ongoing effort to ensure the satisfaction of patients, their referring physicians and the physicians' staff members. We believe that by demonstrating our commitment to providing excellent service in this way, as well as in our day-to-day activities, that we will earn their loyalty and appreciation.

I have always been interested in understanding how our customers decide where to have their imaging studies performed. The process is complicated, involving the patient, referring doctor and members of the physician's staff, as well as insurance companies and third party managers. I have spoken with referring physicians and their staff about what they look for in a radiology facility. I have also talked directly to many patients and reviewed countless patient satisfaction surveys.

Our Executive Director, Frank Dattilo, recently gave me a copy of a book he read at a recent seminar. The book *If Disney Ran Your Hospital, 9 1/2 Things You Would do Differently*, by Fred Lee, contained a chapter that caught my attention. This particular section talked about the difference between patient (customer) satisfaction and patient loyalty. The essence of the chapter was that satisfied customers are not necessarily loyal customers.

The book reads: "Patient (customer) satisfaction survey results that have the highest correlation with loyalty are mostly perceptions about how one is treated as a person, not clinical competencies.

"Customers reserve their good word of mouth and loyalty for centers where they feel their needs were anticipated and met by courteous, caring staff.

"Loyalty is generated by memorable things that happened that we didn't expect.

"Loyalty must be earned.

"Loyalty is gained by showing more than simple courtesy."

In our competitive market, most imaging centers advertise things like "state-of-the-art" technology, fast report "turnaround times," and



"board-certified" radiologists. To separate ourselves from the pack and to gain the loyalty of our customers, at QRA, we go beyond these commodities and place a special focus on the intangibles like courtesy and compassion.

Examples of these intangibles might include a scheduler squeezing in a STAT study or assisting with a complicated insurance issue for a referring physician's office. They could take the form of a front desk receptionist offering a smile and a friendly greeting to a patient. It could be a technologist spending a few extra minutes to explain the procedure and answer a nervous question. It might also be a radiologist taking the time to speak with an anxious patient or calling the referring doctor with an urgent result.

We know that it takes only one brief experience on only one day to determine customer loyalty. Give us a chance to exceed your expectations. ☘

Open MRI Provides Greater Comfort to Quakerbridge Radiology Patients

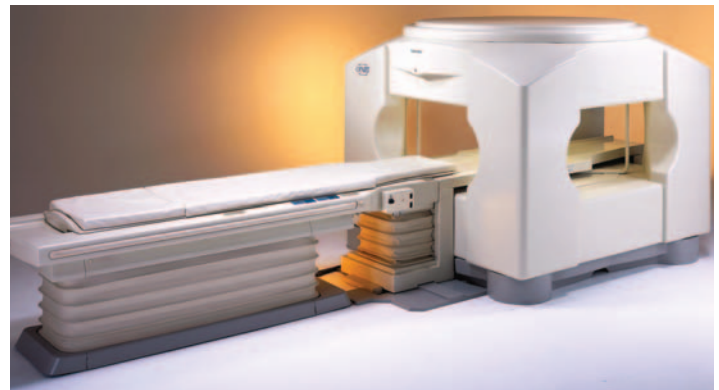
Quakerbridge Radiology recently acquired a new type of magnetic resonance imaging (MRI) unit called the OPART™ Open MRI, which offers patients a more comfortable option for important diagnostic tests. The new system virtually eliminates the closed-in feeling that causes many patients to experience anxiety during an MRI examination.

“We believe patient comfort matters,” said Dr. David Leder, Quakerbridge Radiology Medical Director. “It helps ensure a successful scan, which is critical. In many cases, the type of diagnostic information obtained from an MRI cannot be acquired any other way, except surgery.”

The increasing use of MRI has resulted in a corresponding number of complaints about the narrow tube in the center of the donut-shaped machine where patients lie down. Many patients experience acute claustrophobia when enclosed from head to knees in the tube of a traditional, “closed” MRI system. Others report never experiencing anxiety about closed spaces until they have their first scan. In addition, people of size find the opening of traditional systems too narrow to comfortably fit inside.

As a result, many anxious patients have required sedation in order to successfully complete an MRI procedure.

Fortunately, Quakerbridge Radiology’s new Open MRI system eliminates much of the emotional discomfort associated with a “closed” MRI system. The system’s manufacturer, Toshiba America Medical Systems, designed the new system without a traditional tube.



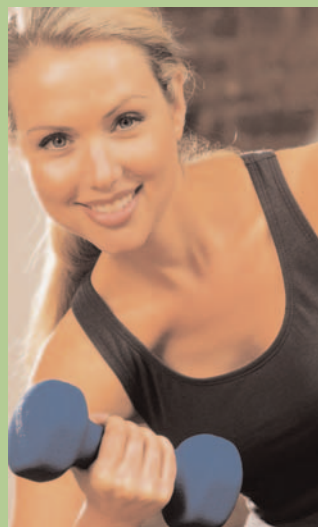
OPART™ Open MRI

Instead, the system resembles a hollow cube with four large, window-like openings that enable patients to see outside the system in every direction.

This “line-of-sight” design, combined with the large area for the patient to lie down, greatly reduces anxiety among most patients. In addition, the open sides allow parents of young patients to sit beside their child during an exam and hold the youngster’s hand or even read a book.

“By reducing the level of patient anxiety, this new system will help to ensure a more accurate result in many MRI procedures,” Dr. Leder said. “Such results will help physicians increase their success rate in diagnosing cancer, vascular disease, neurological disorders and the evaluation of sports injuries and trauma cases.”

To learn more about the benefits that this new Open MRI system offers to a specific category of patients, please contact Quakerbridge Radiology Associates at (609) 890-0033. ☎



By reducing the level of patient anxiety, this new system will help to ensure a more accurate result in many MRI procedures.



Study Reveals That CT Scans Prevent Death From Lung Cancer in Many Cases

The results of a long-term study conducted by the International Early Lung Cancer Action Program indicate that spiral CT screens can save lung-cancer-specific survival rate of lives by enabling physicians to detect lung cancer early enough to provide effective treatment.

Based on the study's findings, many physicians suggest that smokers and former smokers consider including a CT screen of their lungs as part of their annual health exams.

During the study, researchers screened 31,567 at-risk individuals who showed no symptoms of lung cancer, and conducted repeat screenings on 27,456 of those individuals seven to 18 months after the initial screening. Researchers then estimated the 10-year lung-cancer-specific survival rate among participants with clinical stage I lung cancer that the scans initially revealed, and which was later confirmed with biopsies. The researchers calculated survival rates for patients who received all types of treatments, as well as for patients who underwent surgical resection of stage I cancer within one month.

The CT screenings resulted in 484 patients being diagnosed with lung cancer, 412 of whom had clinical stage I lung cancer. After receiving treatment, this group had an overall

10-year lung-cancer-specific survival rate of 88 percent. The 302 participants with clinical stage I lung cancer who underwent surgical resection within a month after the diagnosis had a 92 percent survival rate.

The researchers therefore concluded that: "annual spiral CT screening can detect lung cancer that is curable."

Based on these results, many medical experts around the world predict that annual spiral CT screening will soon help save the lives of many people who contract lung cancer. In fact, many physicians and researchers believe that annual CT screenings may soon become as common for cigarette smokers and other people who have a high risk of developing lung cancer as yearly mammograms have become in screening women for breast cancer. Currently, lung cancer kills more Americans than any other form of the disease, with more than 160,000 dying from the lung cancer every year.

The New England Journal of Medicine published the full report on the study in its October 26, 2006 issue. For a copy of the report, please visit <http://content.nejm.org>. 🌿

Positive Outcomes

Patients Appreciate the Service They Received From Quakerbridge Radiology

The following are excerpts from actual letters sent in by our patients.

Problem: "Yesterday, I called to schedule an MRI with your facility. My gastroenterologist in Philadelphia had ordered the procedure. There was some confusion about a precertification and/or referral. I made a call to Philadelphia and the problem was still in a grey area.

Outcome: A very pleasant lady, Wendy, was helping me to resolve the issue. She was Great! She went out of her way to help me. She called the physician herself, got the answers that were needed and called me back. She was efficient, kind considerate and all the things that you want to find when scheduling a test or procedure. She explained what was going to be done, gave clear, concise instructions and could not have been more helpful, please give her a pat on the back and my sincere thanks.

Problem: It was just last week on a Friday night; I walked in and was filled with tremendous fright.

"Give me the nicest technician," I said in big demand, and two minutes later Jackie called me in and was holding my hand.

Outcome: The calmness and compassion I received from my technician relieved the anxiety of my first x-ray. Then you left me alone and I began to pray!

"No news is good news" were the words that rang in my ear... I will never ever let my mammogram go for more than a year.

Your genuine concern and kindness will never be forgotten.

Problem: I am dropping you a thank you to highlight the wonderful patient experience we received at your facility this week. My six-year-old daughter had to have an unplanned CAT scan to deduce root cause of migraine level headaches.

Outcome: The test came back normal and her headaches have dissipated.

The purpose of my letter is to highlight the specific and compassionate care of Rosemary Sudnick. Her "hand holding" of my daughter made such a dramatic impact on my daughter AND myself that I wanted to mention to you our high regard for her.

Rosemary and your team made the difference and I wanted to share my story and tell you that you have a great team.

We will continue working to provide this same high level of service to all of our patients. If you have a positive experience you would like to share, please write or e-mail us at:

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Frequently Asked Questions

Can I get a copy of my report?

Yes. When you pick up your films, you can request a copy of the report. The doctor listed on the script will get a copy of the report within 24 to 48 hours of the study.

How quickly will my doctor have my report?

Your doctor will receive your report within 24 to 48 hours after your study. If the patient is a stat patient, the report is sent over sooner.



How should I prepare for a CT Scan of the abdomen and pelvis?

Please inform your physician if you have any allergies, asthma, hay fever or sensitivity to iodine. If you do, you may need to take medications prior to this test.

You will be given a bottle of contrast material "EZ CAT." This material will help to delineate certain structures in the abdomen better for the test. Mix this bottle with (1) quart (32 oz) of water, shake and refrigerate. Drink 1/3 of the mixture the night before the exam. Drink another 1/3 of the mixture four hours before the exam. At this point nothing to eat or drink, except for the contrast mixture. Drink the remainder of the mixture one (1) hour before the exam.

Otherwise, you can have nothing to eat or drink for four (4) hours prior to the test. However, you may take your regular prescribed medications with a small amount of water during this time period. ☘



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