

Interventional Radiology and Vascular Surgery

VIVA Moves to Lee's Hill Facility, Enhancing Patient Services and Comfort

Photo Courtesy of Daryle L. Darden, MD



Medical Assistant Stephanie Finley organizes supplies and prepares a patient for a procedure at VIVA's new facility.

In a move that has more than doubled its space, Virginia Interventional & Vascular Associates (VIVA) has relocated to the Professional Plaza of Lee's Hill. VIVA is the interventional radiology and vascular surgery practice of Radiologic Associates of Fredericksburg (RAF).

VIVA's new offices are located off US 1, near the I-95 Spotsylvania Exit, in the same building as Medical Imaging of Fredericksburg at Lee's Hill and Mary Washington Healthcare's Emergency & Outpatient Center - Lee's Hill.

The move in February was a necessity, as VIVA had long outgrown its offices in the Ambulatory Surgery Center near Mary Washington Hospital. RAF CEO Ed Swager explained that VIVA's interventional radiologists and vascular surgeons evaluate and treat significantly more patients than they did when VIVA opened in 2007.

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Medical Imaging of North Stafford: Quietly Popular with Commuters, Other Patients

It may be the best-kept "secret" in North Stafford. Although many people in the region have not yet heard of Medical Imaging of North Stafford, the facility expects to treat nearly 15,000 patients in 2012.

"I don't know how many times we have spoken with patients and referring physicians who are surprised to learn that the imaging center exists," says Ed Swager, CEO of Radiologic Associates of Fredericksburg (RAF).

RAF partnered with Mary Washington Healthcare to open Medical Imaging of North Stafford in September 2007. Since then, the facility has added increasingly sophisticated imaging services, expanded its hours, and scored high in patient satisfaction surveys.



Tech Assistant Seanique Bateman
preps a CT machine at Medical
Imaging of North Stafford.

George T. Sofis, MD, a North Stafford resident and RAF diagnostic radiologist serving the facility, believes it is also underutilized because of the misperception that advanced medical care is available only in metropolitan areas such as Washington, DC.

*Medical Imaging of North Stafford
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For VIVA Patients, Computer Tablets Will Replace Check-In Paperwork

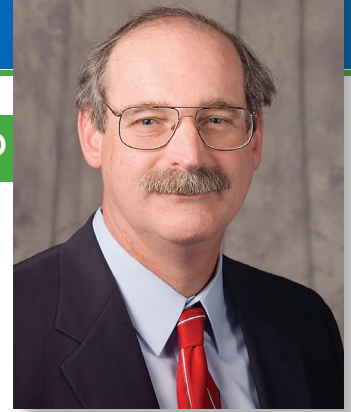
Photo Courtesy of Phreesia



Check-in paperwork is becoming a thing of the past for patients at Virginia Interventional & Vascular Associates (VIVA).

VIVA will begin introducing the Phreesia™ check-in system to patients in the next few months, said Jennifer Dawson, NP-C, VIVA director. Instead of clipboards with pages of questions, patients will be provided computer tablets that they can take back to their seats to answer check-in questions easily and electronically.

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Radiologist Spotlight: Michael J. Hewitt, MD

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“Patients will enjoy the fact that all their information is stored for them in a confidential and secure manner, and they do not have to fill out paperwork over and over again,” said Dawson, who saw the system demonstrated at a medical conference and brought the idea back to VIVA for evaluation. “Of course, patients will still have a paper option if they prefer.”

Most patients – 81 percent – preferred electronic check-in to paper forms in a survey of more than 1.2 million patients who used Phreesia in 2011, according to a company spokesperson.

Patients will **not** need computer skills to use the system, Dawson added. The tablet’s design and electronic prompts make check-in easy and intuitive for most users. VIVA staff will be ready to assist any patients who need help in becoming more familiar with the system. In fact, the system automatically alerts staff if a patient seems to be taking a long time with the check-in process.

The system also will:

- Provide automatic insurance eligibility checks
- Accept patient credit card/debit card payments
- Eliminate misunderstandings caused by illegible handwriting
- Interface with electronic medical records for more complete patient charts
- Offer medical educational content that patients can view after check-in to better understand their medical conditions

Additional information about the system will be available following implementation later this year. ■

Shortly after Dr. Michael J. Hewitt, a board-certified diagnostic radiologist, launched his career with Radiologic Associates of Fredericksburg (RAF) in 1982, he was advised of RAF’s belief in the “Five A’s” of best practices in radiology: accuracy, availability, accountability, affability, and affordability. Over his three decades of service with RAF, the Five A’s have continued to be unwavering guideposts and keys to his longevity with the group.

Medicine runs in the family, three generations back. Dr. Hewitt’s great grandmother served as a midwife in the Catskill Mountains, and his great aunt was a nurse in WWII. He grew up in dairy country, in the Catskill Mountains of upstate New York. With initial plans to be a veterinarian, Dr. Hewitt followed his passion for science at the State University of New York (SUNY) in Oneonta. “At first, I was hesitant to be a human doctor,” Dr. Hewitt recalled. “I felt overwhelmed by the responsibilities involved. After some soul searching, I convinced myself that I could be as good a doctor as anyone if I worked hard and cared.”

He went on to graduate from University of Rochester School of Medicine and Dentistry in 1978, and then attended Duke University to complete his internship and residency in diagnostic radiology. The seventh doctor to join RAF, Dr. Hewitt was asked to assume the role of physician director of ultrasound, taking over from the initial directorship of one of his senior associates, Donald Allen, MD. Dr. Hewitt held this post for 20 years. He then became physician director of OB/GYN imaging in 2002, passing this baton five years later to his new colleague, Neil Patil, MD. In his first 15 years with RAF, Dr. Hewitt served as a member of RAF’s interventional radiology team, directed by Ted Glass, MD. He has also held a variety of leadership positions, including president of the medical staff at Mary Washington Hospital, chairman of the hospital’s department of radiology, and president of RAF.

Through the years, Dr. Hewitt has observed remarkable changes in the practice. “When I came on board in ‘82, we had one ultrasound machine and one technologist, at one site, Mary Washington Hospital,” he said. “Now, we have many machines at many sites, along with dozens of certified ultrasound technologists, who in many ways work like physicians assistants with RAF.” Also, the number of physicians in the group has grown more than six times over, from five to 33.

Today, Dr. Hewitt spends two-thirds of his time interpreting images and caring for patients at the Imaging Center for Women, a partnership between RAF and Mary Washington Healthcare. Procedures range from diagnostic mammography and breast ultrasound and biopsy to pelvic sonography. The rest of his time is divided between other outpatient facilities and the department of radiology at Mary Washington Hospital, where he has full on-call responsibilities.

Dr. Hewitt and his wife of 36 years, Barbara, are owners of Sweet Promise Farm in Stafford, where Barbara raises Morgan horses. “Barbara thought of the ‘Sweet Promise’ name when we were young,” Dr. Hewitt noted. “A line in her favorite hymn, ‘How Great ‘Thou Art,’ mentions God having a promise for

all of us. It spoke to our dream of having a farm together some day.” The couple has three grown children: Meghan, John, and Amanda, who live nearby.

When he is not on the job or helping Barbara on the farm, Dr. Hewitt reads (historical novels, along with books about religion and philosophy), plays the piano, cooks, and “tools around or lumbers around, as the case may be” in one of a few antique vehicles he was given over the years. They include a 1934 John Deere tractor from his father and grandfather, and a 1931 Model A Ford Coupe from his uncle.

Dr. Hewitt looks forward to his 30th year with RAF and with Mary Washington Healthcare associates. “Learning never stops,” he said. “Nor does the satisfaction of calling on years of experience to assist referring doctors in helping their patients avoid disease, or conquer it.” ■



Dr. Hewitt’s wife, Barbara Duell Hewitt, riding Radiance Cavalier (World Champion Morgan Horse in Trail, 1999), born and bred on their farm in Stafford.

To make suggestions for future stories, contact Irene Valentino at (540) 361-1000 or ivalentino@rafadmin.com.

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Treatments offered by VIVA physicians include minimally invasive procedures for uterine fibroids, varicose veins/spider veins, cancer, compression fractures caused by osteoporosis, chronic pain, and many other conditions. VIVA physicians also provide the full range of vascular surgery care, including catheter-based and open procedures. Vascular ultrasound tests available through VIVA detect peripheral vascular disease, deep vein thrombosis, abdominal aortic aneurysm, and additional abnormalities.

VIVA physicians include interventional radiologists Michael P. McDermott, MD, John J. McLaughlin, MD, R. Donald Doherty, Jr., MD, John D. Statler, MD, and John D. Gleason, MD, and vascular surgeons Victor J. D'Addio, MD, and Larry Koenig, MD.

With 9,200 square feet, the new facility at Lee's Hill not only accommodates VIVA's growth with additional procedure rooms and exam rooms, but also offers:

- Improved patient comfort
- An accessible location
- Faster scheduling
- A supportive setting for clinical excellence

"Moving to a new facility provided an opportunity to create a welcoming environment that is patient-centered and easy to navigate," noted Dr. Doherty.

Improved Patient Comfort

"RAF and VIVA are cognizant of the healthcare expenses of our patients and the costs of third-party payers. The new VIVA facility has a pleasant

design that is practical, not opulent," Swager added. "It blends the positive aesthetic experience of the clinical environment with a facility that is not too sterile or too informal."

One major improvement is an office layout that reflects the workflow of patients and staff. For example, waiting areas for vascular surgery patients are located near the vascular surgeons, waiting areas for interventional radiology patients are located near the interventional radiologists, and waiting areas for patients needing both services are located equidistant between the two specialties.

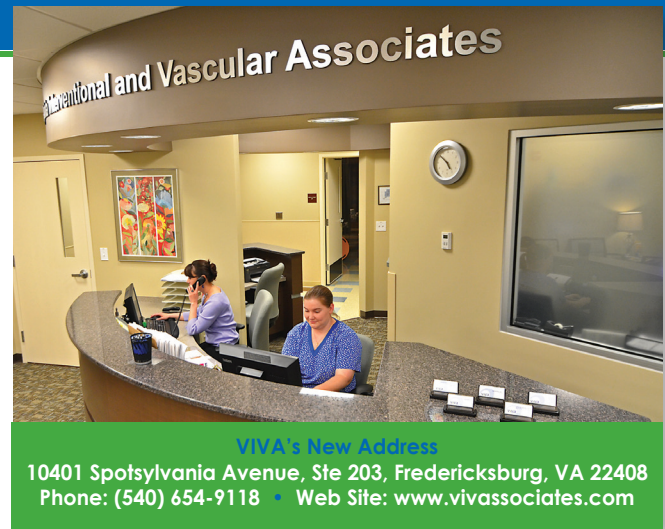
Irene Valentino, RAF director of administrative operations, noted that the spacious design better accommodates acute patients who are in wheelchairs or on stretchers. It is easier for acute patients to maneuver into and around the facility, and gives clinicians the flexibility of approaching patients on either side of stretchers.

Accessible Location

The Lee's Hill location is near one of the few crossroads of US 1 and I-95, making it convenient to many patients throughout the region who are served by VIVA, Swager said. The location offers ample, easy parking for patients and staff.

Faster Scheduling

The new VIVA facility has more procedure rooms and exam rooms, which can be used or scaled back



VIVA's New Address
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Phone: (540) 654-9118 • Web Site: www.vivassociates.com

as needed based on volume. "We also have the space to add more clinicians by hiring additional nurses, physician's assistants and radiology techs. These improvements should lead to faster scheduling of procedures," Valentino added.

A Supportive Setting for Clinical Excellence

Swager commented that the new facility reflects the high quality and professionalism of VIVA staff. It is designed to comply with higher-end regulations and requirements such as accreditation criteria from the Accreditation Association for Ambulatory Health Care.

It also offers the flexibility for VIVA to grow as it has historically, in a building with complementary support services such as medical imaging, lab, emergency services, and physical therapy. ■

Medical Imaging of North Stafford continued from page 1



Medical Imaging of North Stafford is located near the crossroads of Garrisonville Road, I-95, and US 1.

"Our physicians are board certified, and fellowship trained at excellent programs including Harvard and the University of Virginia," notes Dr. Sofis, who received his fellowship training in musculoskeletal radiology at Duke University. "Medical Imaging of Stafford also has state-of-the-art imaging equipment. This is a great resource for area residents."

The following are just a few facts about Medical Imaging of North Stafford.

Commuter hours – The facility opens early in the morning, closes late at 7 p.m. Tuesdays and Thursdays, and sees patients 7 a.m. to noon on Saturdays. Swager says Medical Imaging of Stafford is considering extending late closings to five days a

week, given that roughly half of its patients commute to work in Northern Virginia and Washington, DC. Dr. Sofis adds that same-day appointments are often available at the facility.

Crossroads location – Medical Imaging of North Stafford is located at 125 Woodstream Boulevard, Suite 109, Stafford, VA 22556. The location is close to Garrisonville Road (VA-610), a major east-west corridor in the area, as well as Interstate 95 and US 1.

Advanced tests – The facility offers comprehensive imaging services including diagnostic X-ray, new 3D/4D ultrasound, multi-slice computed tomography (CT), and 1.5 Tesla magnetic resonance imaging (MRI).

High ratings – Medical Imaging of North Stafford scores in the 99th percentile in patient satisfaction surveys when compared with facilities of similar size in the US, Swager notes. He attributes the high ratings to the professionalism and caring of the facility's staff.

24/7 coverage – Even after hours, referring physicians can speak with a qualified RAF radiologist or communicate online about patient reports because Medical Imaging of North Stafford is connected with RAF's on-site radiologists at Mary Washington Hospital.

Professional supervision – In addition to interpreting medical imaging studies, RAF's board-certified radiologists supervise services and training at Medical Imaging of Stafford. They evaluate treatment options to determine the best test for each study and follow Image Gently™ and Image Wisely™ protocols to ensure that the lowest effective dose is used in patient imaging, Swager explains.

Complementary relationships – Medical Imaging of North Stafford is one of four facilities that are part of Medical Imaging of Fredericksburg; the other centers are Medical Imaging of Fredericksburg on the Mary Washington Hospital campus, the Imaging Center for Women, and Medical Imaging at Lee's Hill. These relationships enable easy comparison with prior imaging studies that may have been performed at any of the sister facilities, Mary Washington Hospital, or Stafford Hospital.

For more information about Medical Imaging of North Stafford, visit <http://www.rafmaging.com/locations/> or www.mifimaging.com. ■

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Ed Swager, Chief Executive Officer

Radiologic Associates of Fredericksburg (RAF) is the largest provider of medical imaging services in the Fredericksburg, Stafford and Spotsylvania area. RAF's interventional radiology and vascular services group, Virginia Interventional & Vascular Associates (VIVA), performs minimally invasive procedures, vascular lab studies and vascular surgery.

RAF publishes *Imaging Advances* periodically for referring physicians and the greater medical community. For more information, please contact Irene Valentino, RAF Director of Administrative Operations, ivalentino@rafadmin.com, (540) 361-1000.

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Briefly Noted

Imaging Center for Women Named Breast Imaging Center of Excellence



Medical Imaging of Fredericksburg's Imaging Center for Women has been designated a Breast Imaging Center of Excellence by the American College of Radiology (ACR). The center is a partnership between Radiologic Associates of Fredericksburg (RAF) and Mary Washington Healthcare.

By awarding facilities the status of a Breast Imaging Center of Excellence, the ACR recognizes breast imaging centers that have earned accreditation in mammography, stereotactic breast biopsy, and breast ultrasound (including ultrasound-guided breast biopsy).

Peer-review evaluations, conducted in each breast imaging modality by board-certified physicians and medical physicists who are experts in the field, have determined that the Imaging Center for Women has achieved high practice standards in image quality, personnel qualifications, facility equipment, quality control procedures, and quality assurance programs.

Ed Swager, CEO of RAF, stated that "Radiologic Associates of Fredericksburg is honored that the long-standing collaboration

between its specialty-trained women's imaging physicians and the dedicated staff at the Imaging Center for Women has resulted in the Imaging Center for Women being the region's only program to receive the American College of Radiology's designation as a Breast Imaging Center of Excellence. Less than ten percent of all accredited mammography sites in Virginia receive this level of designation, and we believe it exemplifies the extraordinary level of care that we are all committed to providing to the patients in our community." ■

Survey: RAF Ranks Among Nation's Largest Private Radiology Practices

Radiologic Associates of Fredericksburg (RAF) is one of the 75 largest private radiology practices in the United States, according to a recent survey published by *Radiology Business Journal*.

The 2011 listing of "The 75 Largest Private Radiology Practices" was sponsored by Intelrad Distributed Radiology Solutions. Private radiology practices were ranked based on number of employees, studies performed, and imaging centers served.

RAF, the largest provider of medical imaging services in the Fredericksburg, Spotsylvania, and Stafford region, ranked 58th in the 2011 survey. The practice is headed by Chief Executive Officer Ed Swager and President David L. Glasser, MD. ■