

Dear Doctor,

If you would like to increase the income of your practice by \$60,000 a year or more, provide greater convenience to your patients and receive state-of-the-art results from diagnostic testing almost instantly, I would like to show you how you can immediately begin receiving all of these benefits.

My name is Lili Ovsepien, and I am the operations manager of Manor, Inc., perhaps the fastest growing mobile diagnostic service in the greater Los Angeles area. We provide something unique in the industry... a way for medical practices to make money on the services we provide (completely in accordance with CMA guidelines) all performed by board certified technicians using the latest diagnostic equipment.

If you are like most physicians, when your patient requires an ultrasound, echo, nerve conduction or other diagnostic test, you write your patient a prescription. You may recommend that your patient go to the local hospital's diagnostic center or to a free standing facility. Or, you may not make any facility recommendation at all. Chances are you receive no preliminary report and typically wait a week or more to receive the results. The facility that conducted the tests might not use state-of-the-art equipment and tests may not be performed by a board certified technician. As a result, you could be compromising timeliness and quality. Certainly, you are not receiving any remuneration.

On the other hand, you may be one of the few who owns or leases state-of-the-art diagnostic equipment. The questions then that arise concern what you pay your technician and his/her level of competence. It may save your practice thousands of dollars to have an imaging center provide you a tech. However, we only recommend you do so if the service guarantees the tech is board certified.

How to ensure you're using the best diagnostic imaging service for YOU and YOUR PATIENTS

We believe you should demand standards from your diagnostic imaging service that are considerably loftier than most deliver. Think about the following when ordering diagnostic tests for your patients:

PATIENT CONVENIENCE: The more you make diagnostic testing convenient for your patients, the more appreciative your patients will be. Would it be more acceptable for your patients to receive their diagnostic test in the comfort of your office? If you are at all uncertain, ask your patients.

EQUIPMENT: Does the service you currently refer to utilize state-of-the-art equipment? In recent years, there have been huge advances in diagnostic testing hardware and software. Why not insist on the best for your patients?

We suggest you ask the facility you currently refer to about the makes and models of their diagnostic equipment. Then research their equipment models online. If their machines are greater than five years old, considering how rapidly technology is advancing, their equipment is becoming antiquated.

Photos of their equipment and the images they produce are helpful. A sample CD with images you can peruse is indicative of the quality of their equipment.

TECHNICIANS: *Board certified* technicians provide the most accurate test results. Ask whether their techs are board certified. Make sure to ask to see their tech's certification.

MEDICAL STAFF: Ask to be presented with the credentials of their radiologists and interpreting physicians. Make sure you have confidence in the physicians who examine the images and write the reports.

TURNAROUND: There is no reason for you to ever wait more than 72 hours to receive the results of the tests you ordered. Ideally, you should be presented with a preliminary report the same day tests are conducted and immediately be given a high resolution CD. The diagnostic service should provide software at no charge that will allow you to view live images (such as of the heart beating) from your office or the comfort of your home. If you do not wish so use the software, they should periodically provide you with a CD that includes the images.

REMUNERATION: Shouldn't you be remunerated for the tests you prescribe? We think so. Of course, if the tests you require are conducted at a hospital or a free-standing facility, you cannot legally receive remuneration. However, if the tests are performed in your office, there are two ways you can financially benefit and remain in accord with the California Medical Association:

1. *Have your office do the billing for the services.* If you choose this approach, the diagnostic service ought to support you with discounted rates that ensure you will receive half of the income from testing. The mobile imaging service needs to provide you with the ICD-9 and CPT codes, instruct you on billing (if your employees require it), and be there to support your staff whenever needed so you receive prompt reimbursement from insurance companies. Demand that your imaging center bills you in such a way that you are able to receive the money from insurance prior to being required to pay for the imaging service's testing. Speak with their billing person and examine that individual's knowledge.
2. Have the diagnostic service do the billing. If the diagnostic service performs the tests in your office, why not negotiate a rental agreement?

CLIENT LISTS: Imaging centers should provide prospective clients with a list of their clients with contact information.

TESTIMONIALS: Testimonials from the imaging center's clients are helpful, especially if prospective clients are provided with a way to contact them.

SAMPLE REPORTS: Insist that any imaging center you consider using provides you with sample reports for your evaluation.

CONTRACTS: Signing a contract should not require investing any money up front. The contract should not be exclusive and allow you to continue to use the services of other imaging centers.

How Manor, Inc. Sizes Up

Category	Yes	No	Comments
Are our services performed in your office?	✓		Our technician always arrives at least 15 minutes prior to the scheduled first appointment to ensure he/she is set up and ready on time.
Do we use state-of-the-art equipment?	✓		We will gladly provide you with makes and models, photos and website addresses to investigate the quality of our equipment.
Are our technicians board certified?	✓		You are welcome to request to see copies of our techs' certifications.
Will we provide the credentials of our radiologists and interpreting physicians?	✓		Our staff currently includes 3 radiologists, 1 neurologist and 2 cardiologists. All of our physicians are board certified. One of our cardiologists is also board certified in radiology. We will provide you with complete information on all of them upon request.
Do we provide fast turnaround?	✓		We offer preliminary reports prior to leaving your office, as well as high resolution CDs that include live images. Interpreted signed reports are always faxed within 48-72 hours of examination. Clients have the choice of using software we provide for free or receiving a high resolution CD that contains all of the images once a month.
Do we offer remuneration?	✓		<p>Billing can be done by either your office or our billing department. If you wish to bill insurance, we will provide you with our discounted charges per study as well as your expected reimbursement. In most cases, you will keep more than half of the revenue the tests you order generate! Our billing department will guide you to ensure your billing is done correctly and answer your questions whenever you need further assistance. Please do speak with our billing person before entering into an agreement to receive our services.</p> <p>If you wish Manor, Inc. to bill insurance, we will gladly negotiate a rental fee to perform the tests in your office.</p>
If you have your own equipment, can you have us supply you with a board certified technician?	✓		Our rate is currently just \$300 per day. Most practices will save \$1,000 to \$2,000 per month by using our technicians.
Will we provide you with a list of our clients?	✓		We only include those physicians who wish us to share their names with prospective clients. Likewise, you will have the same option to choose whether you wish us to offer your name and contact information to other physicians.
Will we share testimonials with you?	✓		We have numerous testimonials from physicians who rave about our services.

Category	Yes	No	Comments
Do we provide sample reports?	✓		We provide several copies of actual reports in our informational brochure. More can be provided, if you wish.
Do our contracts require no money up front and allow you to continue to use other imaging centers	✓		In addition, to no money being asked for up front and no exclusivity being required, you may cancel your contract with us at anytime.

Manor Medical, Inc. IS THE STANDARD for quality and customer service in medical imaging. For further information, please visit our website at www.manormedical.com. You are always welcome to contact your local Manor Medical marketing representative or to speak with me directly.

We look forward to serving you and your patients.

Sincerely,

Lili Ovsepien
Operations Manager
Manor, Inc.