

CORPORATE  
BROCHURE



## *The beginning of an industry leader*

Founded in 1966 by Drs. Robert Taylor, Harris Knudson and James Lum, Desert Radiologists' practice has grown with the Las Vegas community to become the area's chief resource for quality comprehensive medical care in its field.

For 40 years, our team of physicians have been dedicated to advanced diagnostic procedures and quality healthcare making us Nevada's foremost diagnostic imaging group.

Our growth, our success and our many innovations are all driven by our fundamental commitment to satisfy the healthcare needs of the people and community we serve.

## *We're here to serve you*

To provide convenience to our patients, Desert Radiologists maintains full service out-patient facilities throughout Las Vegas and Henderson. In addition, we provide in-house diagnostic services at a number of hospitals in Southern Nevada.

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Suite 230  
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Henderson, NV 89052  
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## *Support is an essential tool*

### **Chief Executive Officer**

Provides hands-on management of the company's daily operations as well as oversees the company's organizational and strategic development. Works closely with internal functions and assists the members of the senior management team in the achievement of corporate objectives.

### **Chief Operations Officer**

Responsible for directing, administering and coordinating all clinical, patient relations, information services and marketing functions of the organization in accordance with the company's policies, goals and objectives. Assists in developing strategic short and long-range plans to cover operations, personnel, and financial performance and growth.

### **Chief Financial Officer**

Responsible for the organization's overall financial plans, policies and accounting practices. Directs treasury, tax and accounting activities, establishes reporting systems with controls and standards to safeguard company assets, ensures accurate and timely financial information, and secures competitive financing for all capital purchases.

### **Billing**

Establishes billing standards and protocols, ensures the organization's compliance with CPT/ICD-9 coding guidelines, manages all collection and payment transactions.

### **Facility Management**

Regulates the patient care administered both by technical and support staff in agreement with the organization's policies and procedures. Manages the day-to-day operations of out-patient centers.

### **Finance**

Establishes financial plans, reporting systems and standards for accounting practices.

### **Human Resources**

Develops, implements and administers all personnel programs including employment, compensation and benefits, employee relations, EEO and training.

### **Information Technology**

Manages all company network, software and hardware systems, including the organization's internal PACS and telecommunication systems.

### **Legal & Medical Records**

Administers the company's compliance program and the legal medical records process.

### **Marketing**

Directs all advertising, public relations, sponsorship and communication efforts for the organization, as well as providing direct marketing support to referring physicians and the healthcare community.

### **Patient Relations**

Ensures all non-ancillary areas flow as smoothly as possible to guarantee patient satisfaction in compliance with corporate values.

## The heart of our organization

Desert Radiologists is comprised of board certified physicians who have leading-edge expertise in a wide array of medical imaging specialties.

All of our radiologists continue to participate in ongoing training in the use and control of radiation as well as a variety of other imaging procedures utilized to diagnose diseases. Radiologists carefully supervise and conduct examinations to obtain the maximum diagnostic information with the least radiation exposure to the patient. They specialize in creating and interpreting pictures of areas inside the body. The pictures are produced with x-rays, sound waves, or other types of energy.

Radiologists are thought of as the “Doctor’s Doctor”, treating patients referred from physicians in our community, practicing in various fields of medicine.

Diagnostic radiology is exciting and exacting. It challenges the radiologist to be proficient and knowledgeable about all branches of modern medicine. Each year our radiologists spend a considerable amount of time attending continuing medical education programs to expand their knowledge and add to their expertise.



## The principles that guide us

### Mission Statement

*Provide All Patients Excellence In Medical Imaging*



### Our Goals

*Desert Radiologists is committed to state-of-the-art, comprehensive diagnostic and therapeutic care to the people of Nevada.*

*To Patients:* Provide prompt quality health care at a competitive cost. Compassionate care with dignity and personal regard.

*To Referring Physicians:* Provide timely reporting consultation.

*To Hospitals and Health Care Organizations:* Provide quality health care services and medical management assistance for the greatest value.

*To Employees:* Provide equitable treatment and respect that will benefit their professional and personal lives.

*To Shareholders and Associates:* Provide an optimal environment to practice medicine to the best of their abilities.

### Our Values

We respect the dignity of the individual.

We believe in compassion to patients.

We strive towards ever greater efficiency in all facets of patient care.

We deliver cost-effective quality care.

We provide superb service to referring physicians.

We are a strong cooperative partner with hospital affiliates and pursue a win-win relationship.

We are proactive and adaptive to the changing health care climate.

We empower our employees to improve quality and efficiency.

We believe in synergistic cooperation between our members throughout the corporation.

We value our respective differences, the variety makes us strong.

# *The best possible experience for patients needing quality diagnostic imaging...*

## **Computed Tomography (CT)**

CT's use special x-ray equipment to obtain image data from different angles around the body, then uses the computer processed information to show a cross-section of body tissues and organs. With the CT scan, the physician can actually "see" the patient's internal organs. This exam is particularly helpful in diagnosing and monitoring diseases of the central nervous system (brain and spine), as well as sinuses, chest, abdomen and pelvis.

## **DEXA**

Bone Densitometry, or DEXA, is a radiology procedure used to determine bone mineral density or bone mass. A bone density test delivers approximately one-quarter to one-tenth the radiation of an ordinary chest x-ray. It is a simple, painless and non-invasive procedure, most often used to screen for osteoporosis in men and women with particular risk factors, predict future fracture risk, and monitor bone density in those with low to normal levels.

## **Interventional and Cardiovascular Radiology**

Interventional and cardiovascular radiology provide a safer and more satisfactory alternative to many open surgical procedures. These procedures usually result in shortened hospital stays and avert all risks of general anesthesia. Desert Radiologists offers a number of minimally invasive interventional and cardiovascular radiology procedures, such as cerebral, carotid, renal and peripheral angiography, as well as kyphoplasty and vertebroplasty.

## **Magnetic Resonance Imaging (MRI)**

MRI obtains extremely detailed multi-planar imaging of everything within the body, including bones and soft tissues without the risk of ionizing radiation. MRI uses magnetic fields and radio waves to aid in the diagnosis of brain and nervous system disorders, spinal and other orthopedic/musculoskeletal problems, cardiovascular disease, and diseases in the chest, abdomen, and pelvis.

## **Mammography**

A mammogram is a special x-ray of the breast. As the x-rays pass through the breast tissue, an actual picture of the tissue inside is obtained. This image allows the radiologist to determine whether or not cancer is present. Mammography provides a safe and reliable means of detecting breast cancer in its earliest and most treatable stage.

## **Nuclear Medicine**

Nuclear medicine is a branch of radiology that uses a variety of radioactive substances to determine if certain organs such as the heart, kidneys, liver, thyroid, brain and lungs are functioning properly. It can also be used to examine the bones for cancer, infection or trauma.

## **Positron Emission Tomography (PET)**

Positron Emission Tomography (PET) is a high-tech nuclear medicine imaging procedure that can discover changes in cellular operations. Unlike CT or MRI scans, which demonstrate anatomy, PET scans discover changes in how cells exploit certain nutrients. PET scans can help distinguish between benign and malignant tumors, allowing for earlier detection of periodic cancers, as well as help to precisely assess the location of a lesion for biopsy purposes.

## **Radiographic/Fluoroscopic X-Ray**

Fluoroscopic procedures are performed to allow the viewing of organs in motion and to assess the gastrointestinal tract, heart and lungs in a unique, dynamic fashion. A few examples of fluoroscopic exams are upper GI series, barium enema, uterine studies for infertility, contrast exams of the bladder, kidney contrast studies for stones and masses, and myelograms to evaluate the spinal canal and nerves.

## **Stereotactic Breast Biopsy**

When mammography has discovered an area of question, change or concern, stereotactic biopsy provides a means to obtain tissue without open surgical intervention. Using a "stereo x-ray" system to determine position and depth of a mammographic lesion, the radiologist is able to obtain a specimen through a cutting needle for microscopic analysis. This procedure eliminates the need for open biopsy performed with general anesthesia in the operating room.

## **Ultrasound**

Ultrasound is a non-invasive procedure using reflected sound to study and characterize internal structures and tissues within the body. Special color-flow techniques can also be used to visualize blood flowing through the arteries and veins, and to evaluate blood flow to solid organs of the body.

## **Uterine Fibroid Embolization (UFE)**

UFE is a minimally invasive procedure, performed by an interventional radiologist. The interventional radiologist inserts a catheter into an artery, which is guided to the uterus. Tiny particles are injected into the artery that is supplying blood to the fibroid tumor, thus cutting off the blood flow and causes the tumor (or tumors) to shrink.

