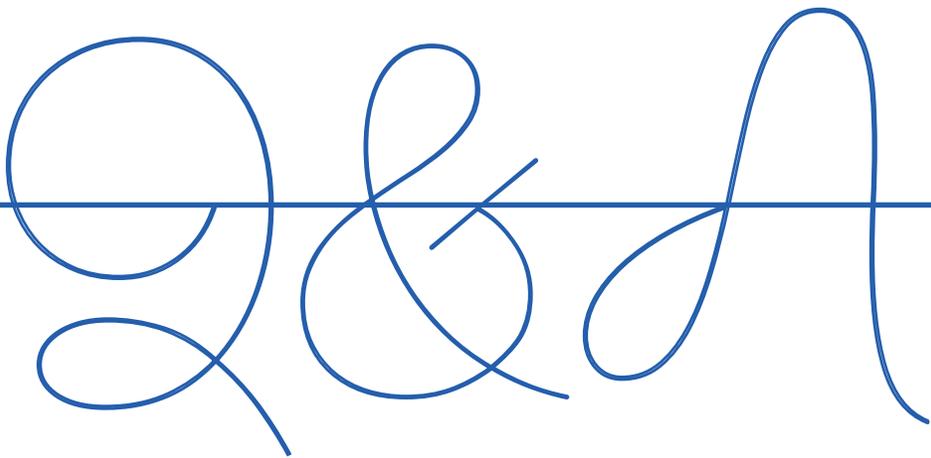




THE *LOW* PRICE OF LEADERSHIP

Appreciating the Difference Between Value & Cost



Exclusive Interview with
Dr. Carrie de Moor, CEO
Code 3 Emergency Physicians

Exclusive Interview

with Dr. de Moor

In this case study, we evaluate how StatRad maintains its position as a leader in the teleradiology services marketplace. We had the opportunity to spend time with Dr. Carrie de Moor, CEO of Code 3 Emergency Physicians of Frisco, Texas and Chairman of The ER at Craig Ranch by Code 3. Code 3 provides award winning stand-alone care by board certified emergency room physicians, specializing in using the latest technology to bring an affordable, no-wait time, service based medical practice to the community.

Topics Covered

- 1 Teleradiology Services
- 2 The ER at Craig Ranch
- 3 RadConnect Service
- 4 The StatRad Value

“ I am not afraid to tell you when I am unhappy....in the end, the patient is the true winner.”

- Dr. de Moor



1 Teleradiology Services

Q. Teleradiology services are undergoing considerable consolidation, with corporate backed groups trying hard to take an increasing market share away from established private groups. StatRad, being physician owned, contradicts that trend—**is this important to your organization?**



DR. CARRIE DE MOOR
CEO, CODE 3
EMERGENCY PHYSICIANS

A. We absolutely support physician owned businesses including StatRad, as Code 3 is also physician owned. The reason is clear—the linkage between ownership and pride of work is obvious. We see this in the culture of our own organization and with StatRad. While being physician owned is an important factor, we ultimately partner with StatRad because they consistently deliver on quick turnaround times (TAT), quality of clinical reads, and easy and efficient access to reviewing radiologists.

In the end, it comes down to attention to detail and caring about our business like it's theirs—StatRad sets a high bar.



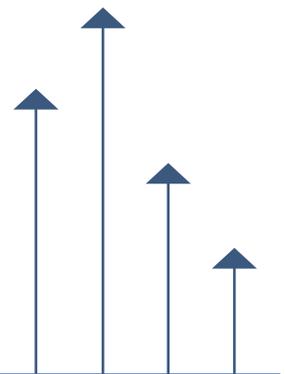
2 The ER at Craig Ranch

Q. Code 3 works with over 75 emergency room physicians and recently opened its newest facility—*The ER at Craig Ranch*. **How challenging is integration of teleradiology services?**

A. We are fortunate to have great technical staff in our organization which is essential as glitches are now a given in our increasingly IT powered practices. Like all problems, it's all about the reaction. As things come up, a single call to StatRad is usually all that is needed to get to the root cause and quickly remedy any disruption in service. As far as getting started, the integration process was organized and very straightforward. If it wasn't, StatRad would know.

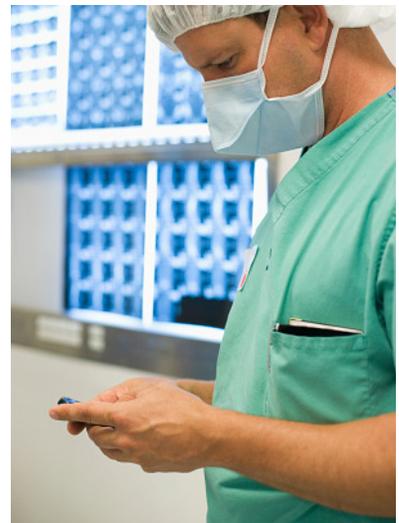
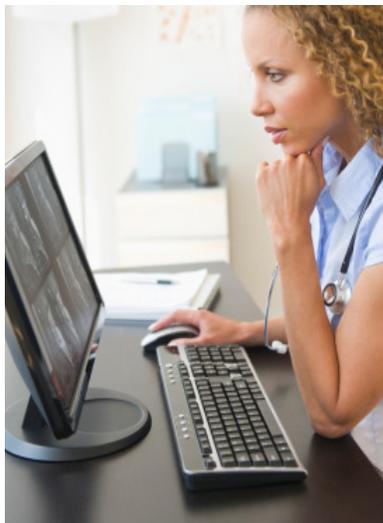
I am not afraid to tell you when I am unhappy—I take no prisoners. With Craig Ranch, there was an established and stable integration team with a minimum of weekly scheduled touch points to keep the project on task and on time.

I'm confident the continual contact between our lead technician and StatRad keeps the right pace. My confidence comes from having worked in many other ERs, including some of our own, where StatRad is not our provider and the fundamentals (e.g., TAT, mis-reads, peer-to-peer courtesy) fall short and ultimately jeopardizes our reputation.



3 RadConnect Service

Q. Code 3 employs not only the latest clinical technologies, but strives for digital integration to “take care of patients, not paper.” **How does StatRad, and in particular, their RadConnect service, support this goal?**



A. We are becoming increasingly excited about RadConnect. Today, we use the service to quickly, readily and securely share images with consulting specialists. As an example, a general surgeon can easily review a CT scan while at home using a standard web browser, avoiding a trip to the ER and the dreaded iPhone read—in the end, the patient is the true winner.

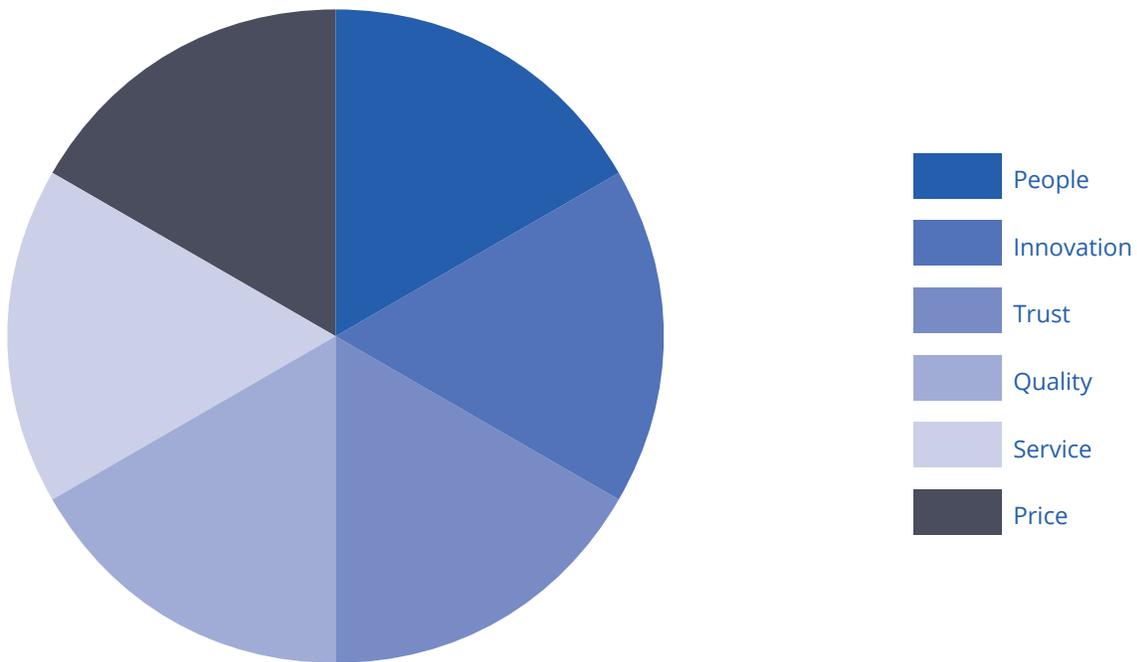
Our next step with RadConnect is to completely stop with loading clinical images onto CDs. With RadConnect, image sharing with the patient is seamless over the web. Beyond reducing our direct and indirect costs, the patient can readily share with any and all follow-up visits.



4 The StatRad Value

Q. Speaking of costs, **how do you think StatRad compares with other providers in the marketplace?**

A. I'm glad you asked that question—we've done our homework and know that StatRad is competitively priced. That said, I don't think about price . . . I think about value. Value is the sum of price, service, quality, trust, innovation, and ultimately people. For my colleagues and myself, StatRad represents value.





As pioneers in teleradiology services, StatRad continues to develop forward-thinking teleradiology solutions to make life easier for radiology groups. With proprietary software, we create custom work-flows to streamline processes, increase efficiencies, and deliver measurable results. By combining our technological advantages with our unmatched level of service, our teleradiology services help radiology groups lower costs, reduce discrepancy rates, and improve patient care.

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