



# SMMIL

SOUTHWEST MEDICAL IMAGING

---

## ANNUAL QUALITY REPORT

2023-2024



4. SMIL Board
5. SMIL Leadership
6. Service Locations
7. Operations Advancements
8. Patient Outreach & Education
9. Breast Health
10. Quality Spotlight
11. Patient Safety Spotlight
12. MRI Safety
13. Performance Optimizations
14. Artificial Intelligence (AI)
15. Patient Satisfaction
16. Provider Services
17. SMIL Research
18. Revenue Cycle
19. Team Development & Culture




**66 RADIOLOGISTS**

**65,247**  
NUMBER OF SCREENING  
MAMMOGRAMS  
PERFORMED IN 2023



**16**  
CENTER LOCATIONS



**37%**  
OF TEAM MEMBERS  
AT SMIL WITH 5+  
YEAR TENURE

**965** SURVIVORS SERVED IN-PERSON  
AT THE AMERICAN CANCER  
SOCIETY MAKING STRIDES  
AGAINST BREAST CANCER EVENT,  
SPONSORED BY SMIL



**634,676**  
EXAMS  
COMPLETED  
IN OUR  
IMAGING  
CENTERS



**6**  
HOSPITALS  
SERVED



**661**  
EMPLOYEES

**\$31,531**  
DOLLARS DONATED TO AMERICAN  
CANCER SOCIETY FOR BREAST  
CANCER RESEARCH, EDUCATION,  
AND SUPPORT

**4.88**  
PATIENT SURVEY OVERALL  
SATISFACTION WITH SMIL  
(AVERAGE ON A 5 POINT SCALE)



**\$4.6**  
MILLION

INVESTED IN EQUIPMENT UPGRADES  
BENEFITTING PATIENT SAFETY &  
COMFORT, REDUCING DOSE, AND  
INCREASING QUALITY OF IMAGES

**39%**  
INCREASE IN PET EXAM  
VOLUME OVER THE  
LAST 2 YEARS

**100%**  
OF MAMMOGRAPHY  
LOCATIONS OFFER 3D  
MAMMOGRAMS

**OVER 1.3 MILLION**

EXAMS INTERPRETED  
BY RADIOLOGISTS  
(SMIL IMAGING CENTERS  
AND HONOR HEALTH HOSPITALS)



# WELCOME

## SMIL BOARD



**MICHAEL DOUGLAS**  
CHIEF EXECUTIVE OFFICER



**DR. RON NEWBOLD**  
PRACTICE PRESIDENT



**DR. DANIEL MAKI**  
PHYSICIAN BOARD MEMBER  
CHAIRMAN



**DR. ACE MOYER**  
PHYSICIAN BOARD MEMBER



**LOIS UNIAT**  
OUTSIDE BOARD MEMBER



**DR. MALEEK JAMAL**  
OUTSIDE BOARD MEMBER



The SMIL Executives, Radiologists, and SMIL Leadership Team are pleased to share the results of our quality, safety, and patient experience initiatives over the past year. Unlike many in outpatient imaging, SMIL continues to forego cutting corners for profits. We ensure that board-certified Radiologists are on-site for contrast coverage and medical supervision, that fully credentialed and registered technologists operate our equipment on-site, and that we maintain all revenue cycle management services in-house. Doing so enables us to give our patients the best, highest quality, and safest experience in medical imaging.

We are happy you've chosen to learn about our latest achievements, our plans to improve quality further, and our commitment to pursuing excellence in patient care. Thank you for joining us on our Mission: To be leaders in medical imaging through Quality, Innovation, and Service.



# SMIL LEADERSHIP



**CARRIE RANSIL**

CHIEF FINANCIAL OFFICER



**MELISSA SINGER PRESSMAN**

CHIEF CLINICAL RESEARCH OFFICER  
CHIEF COMPLIANCE OFFICER



**JENNIFER MOHLER**

CHIEF REVENUE CYCLE OFFICER



**MEGAN STUFF**

CHIEF OPERATIONS OFFICER

## MISSION:

TO BE LEADERS  
IN MEDICAL IMAGING  
THROUGH QUALITY, INNOVATION,  
AND SERVICE.

## VALUES:

INTEGRITY

WE DO WHAT IS RIGHT

SERVICE

WE PROVIDE CARING SERVICE

EXCELLENCE

WE DELIVER THE BEST

ENGAGEMENT

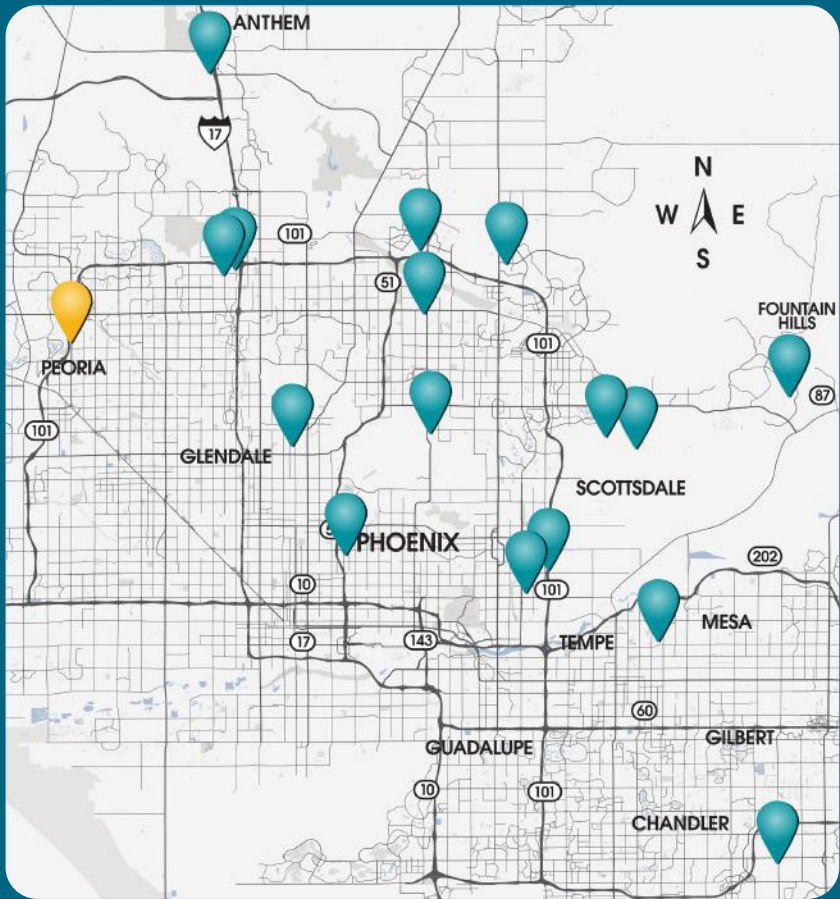
WE RESPECT AND VALUE OTHERS

## VISION:

TO BE THE  
PREFERRED PROVIDER  
OF MEDICAL IMAGING  
IN THE SOUTHWEST.

SMIL Medical Imaging is physician-owned and physician-led, which means patient care comes first, and physicians, not a corporation, set the standards.

# SERVICE LOCATIONS



BREAKING GROUND:  
WE'VE GOT YOU

*Covered*

- North Scottsdale
- South Scottsdale
- Fountain Hills
- Central Phoenix
- North Phoenix
- Mesa
- Gilbert
- Paradise Valley
- Peoria



*Coming 2025:*

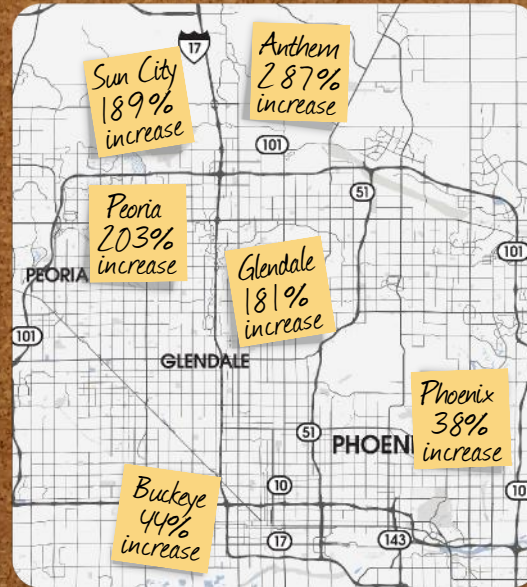
**PEORIA MEDICAL CAMPUS**

# OPERATIONS ADVANCEMENTS

## West Side Expansion to Serve our Community

We heard the community loud and clear. After years of feedback requesting SMIL move operations into other regions of the Valley, we took the plunge and added 5 new locations in 2023. Even with the current constraints on healthcare, we found ways to increase available appointments for our patients in 2023.

SMIL offered a **43%** increase in exam capacity in 2023. The following cities experienced significant exam growth:



## MEETING THE NEEDS OF THE COMMUNITY

At SMIL, we drive our operational decisions by listening to the needs of the referring clinicians, patients, and technology leaders to provide the best, most up-to-date care for our community.

SMIL features the first GE 3T MRI SIGNA HERO in Arizona, designed to accommodate a wide array of patients and cut scan times by up to 50%.

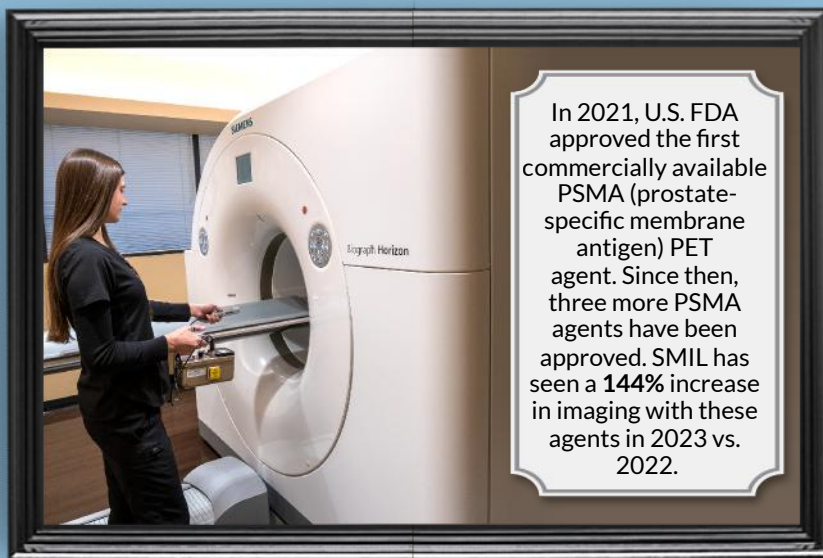


## Equipment Donations

At SMIL, community service extends worldwide when we make decisions regarding equipment upgrades. SMIL works with multiple organizations that can use equipment we retire from our centers. In 2023 we donated to:

- Gateway Community College
- Project Cure
- Pipeline Worldwide

Pipeline Worldwide: SMIL donated ultrasound equipment to Moyo Mission Health Centre IV in Moyo, Uganda.



In 2021, U.S. FDA approved the first commercially available PSMA (prostate-specific membrane antigen) PET agent. Since then, three more PSMA agents have been approved. SMIL has seen a **144%** increase in imaging with these agents in 2023 vs. 2022.

# PATIENT OUTREACH & EDUCATION

The SMIL Breast Nurse Navigator program is available to SMIL breast imaging patients. The program is offered at any of SMIL's Breast Centers of Excellence, staffed with experienced nurses and breast patient experts. Each Breast Nurse Navigator is nationally certified by the National Consortium of Breast Centers.



SMIL's Nurse Navigators offer a combined **35** years of Navigating experience.

SMIL's Breast Nurse Navigators use expert listening and clear communication to provide exceptional care and informational guidance throughout a patient's journey. Navigators act as liaisons between the patient and multiple members of their healthcare team, offering a better understanding during a confusing and complex process.

The Nurse Navigators communicate the referring physician, breast surgeon, and radiologist recommendations to patients in a face-to-face environment. This program leads to greater satisfaction and less confusion amongst patients during this journey.



**1,047** patients guided utilizing SMIL's Nurse Navigator program in 2023.



**265** providers utilized SMIL's Breast Navigator service in 2023 to further their patients' care.



SMIL utilizes social media for patient outreach and education and strives to create relatable, engaging, and eye-catching posts. In 2023, SMIL Team Members and Radiologists participated in creating a series of 13 original movie posters for Breast Cancer Awareness, reaching 360,034 people and resulting in 33,611 engagements (likes, comments, and shares). SMIL received the 2023 Radiology Business Management Association RAD Honors Best Marketing Campaign Award for the campaign, titled "Breastflix: Screening Now."





# BREAST HEALTH

## EXPERIENCE

# Matters!

17

Average years of experience our Mammographers have in breast imaging

15

Average years of experience our Ultrasound Techs have in breast imaging

73%

of SMIL's Mammographers have 10+ years of breast imaging experience

68%

of SMIL's Ultrasound Techs have 10+ years of breast imaging experience

70%

of Mammographers at SMIL have more than 5+ years of tenure within the company

100%

of biopsy patients receive a check-in call from a Breast Center Team Member within a business day of their procedure. This allows for quick escalation of any concerns.

100%

of SMIL diagnostic breast sites feature an on-site Breast Radiologist for all diagnostic imaging.

100%

of our Breast Ultrasound Techs receive specialized breast imaging training.

## Did you know?

**12.5%** of women who experience a breast skin tear during a mammogram will not return for their screening the following year.

SMIL has implemented a program to educate our Mammographers and patients on breast skin tears in 2023 to ensure our patients are getting the life-saving screenings they need. This program serves to create awareness as well as provide a follow-up process when a tear does occur. Patients may then use the Bella Blanket protective device during their future mammograms to minimize tear risk.

*Source: Impact of Skin Tears on Patients in Breast Imaging Centers, Maria Shonyo.*

With the creation of dedicated call back slots, we can see patients for diagnostic mammograms within **one week** of a questionable screening, shortening the timeframe and lessening the stress for our patients.

Breast Tech Assistants are dedicated team members who staff our diagnostic breast centers to improve workflow and the patient experience. They are the first point of contact when a patient needs to return for additional imaging. With their knowledge of breast imaging, they can help answer patients' questions and facilitate timely scheduling.

# QUALITY SPOTLIGHT AND PATIENT SAFETY

18

Average years of experience within our Nursing staff

## Emergency Preparedness Drills

Emergency scenarios are run at all levels of the company in our effort to be ready for the unexpected. We regularly conduct on-site shelter-in-place and evacuation drills at all locations. SMIL Leadership runs real-time exercises to test our responses to a variety of events that may affect patients.



## Infection Prevention

SMIL embarked on a companywide infection prevention campaign which resulted in a **33% reduction** in procedure infection rates.

## Emergency Equipment Training

SMIL Nurses conduct frequent crash cart and emergency equipment training for all Team members. Our Registered Nurses are dedicated to preparing staff to quickly identify and assist with patient emergencies.

✦ 100% of contrast administering facilities receive in-person crash cart demonstration by a registered nurse.

✦ 100% of contrast administering facilities have an on-site physician to handle emergencies.

**SMIL**  
For Safety



**ALWAYS**  
Check Patient Name  
Check Patient DOB

**ALWAYS**  
Check Exam Details  
Check Correct Referring

"Always Always" applies to every job at SMIL. Before you schedule, authorize, code an exam, check-in, insert IVs, perform exams, send images or release PHI.



## Fall Prevention Campaign

Fall prevention in outpatient settings is rarely discussed despite the risk it poses. SMIL has developed our own training for Team Members and visual aids for patients. Since the inception of this program, we have seen a reduction in unexpected patient falls of **68%**.



## 3rd Annual SMIL Safety Week

SMIL provides training and guidance each summer during our featured Safety Week. Topics are selected, and training is developed to help our Team provide the safest and most supportive environment for our patients. Topics include patient identification, self-reporting of errors, fall prevention, and emergency preparedness.



## Mock Code Drills

The safety of our patients is paramount at SMIL. This is why we employ nursing staff at several locations to assist in exams that fall within their scope.

Our Nurses practice mock code drills for potential emergencies and are involved in several interactive scenarios that may occur at a radiology facility.



# MRI SAFETY

8 years  
and running:  
SMIL MRI Safety  
Week program



192%  
increase  
in Team voluntary  
participation for  
MRI Safety Week  
activities from 2017  
to 2023

In 2023,  
SMIL screened over  
**15,000** implanted  
patient devices (such as  
aneurysm clips and  
pacemakers) to comply  
with MRI safety  
protocols.



100%  
of SMIL Team  
members have basic  
MRI Safety  
training.

100%  
of level 2 trained  
MRI personnel  
receive advanced  
MRI safety  
training.



GE AIR DL  
software has  
shortened scan times,  
allowing us to see  
more patients without  
compromising  
safety.



SMIL  
is Radiologist  
owned, creating an  
environment where  
we meet and exceed  
the standards of  
ACR and  
AZDHS.

Our  
workflow  
and incident review  
procedures are  
designed to maximize  
patient, Team Member,  
and Radiologist  
safety.



There are no  
regulatory standards  
established to oversee  
safe remote MRI  
scanning.

Despite  
the rising popularity  
of remote scanning,  
SMIL prioritizes patient  
and Team Member  
safety by always staffing  
a dedicated, on-site  
Technologist.



The Magnet is Always On!  
Ask any SMIL Employee!

## Ditch the Disc

SMIL has embraced the nationwide “Ditch the Disc” campaign in an effort to eliminate CDs as a means of medical data storage and sharing within the healthcare system. Updating our processes to encourage cloud-based sharing allows patients to quickly and easily send and take their images to any healthcare provider.



## Prism Connect Texting System

SMIL has a long history of creating advanced, original software in-house. Our latest innovation, expanding the "PRISM" communication platform, is a RIS-integrated ad-hoc patient SMS solution.

Outside of typical communication campaigns, PRISM Connect can be used to notify patients of newly available appointment times, alert them to schedule changes, or request a call back for an insurance question.

## Advanced Virtual Assistant

Ava, our Advanced Virtual Assistant, started taking calls in April 2023 that would typically have been routed through our Operator queue. She can cancel exams, confirm appointment details, confirm exam preparations, and transfer calls to the correct department.

Since going live, AVA has answered **over 66,000** calls with an 85.9% success rate.

Her role was expanded in July 2023 to better serve our customers while offering the same options 24 hours a day, 7 days a week.



HIPAA-compliant messages are built on templates to ensure consistency. Still, the solution is flexible enough to deal with any situation where SMIL needs to reach patients quickly and with their often preferred method - text.



**Over 5,500** texts were sent, directly informing patients of real-time exam updates.

## Auto Cancellation



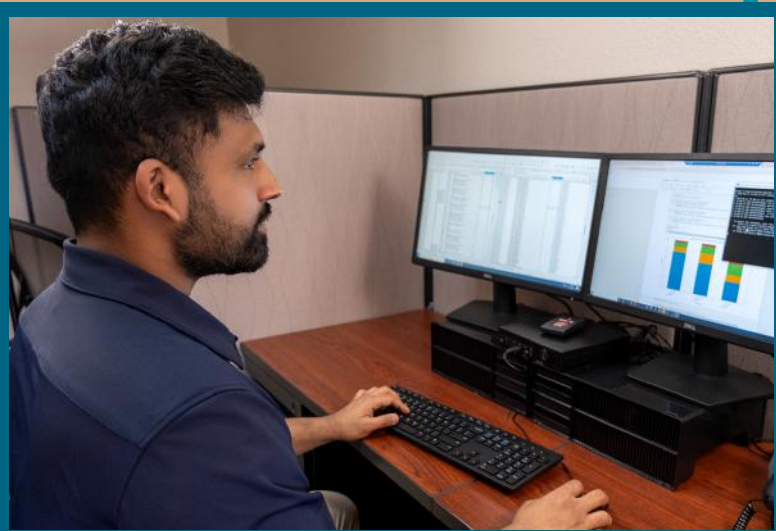
By allowing patients the convenience of auto-cancel via text when confirming appointments, our schedules opened up **over 14,000** exam slots that were immediately available for other patients to use for needed exams.

# ARTIFICIAL INTELLIGENCE (AI)



## AIDOC

AiDOC software provides our Radiologist team a method to assist them with identifying critical findings and prioritizing readings. Patients and referring practices benefit by receiving faster reporting when it truly counts.



## RADAI

SMIL implemented RADAI to increase productivity while assuring quality readings. This tool assists Radiologists in multiple ways, including offering guideline recommendations and summarizing incidental findings for review automatically.



Medicom and SMIL have partnered to transfer prior imaging performed within other facilities into our system seamlessly, allowing our Radiologists to provide highly accurate comparisons without the need for addendums and additional wait time.

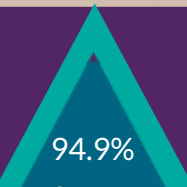
# PATIENT SATISFACTION



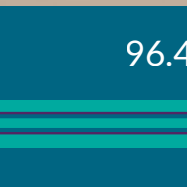
97.6%  
of SMIL Patients score staff professionalism as Good or Very Good



94.45%  
of SMIL Patients score their wait time experience as Good or Very Good



94.9%  
of survey comments relay positive sentiments



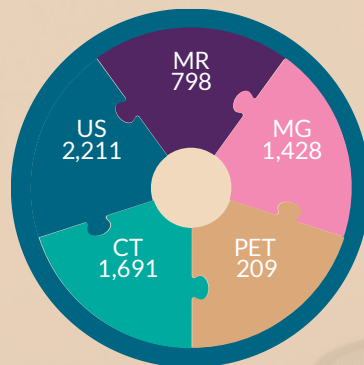
96.4%  
of SMIL Patients score their overall satisfaction as Good or Very Good

## SMIL Follow-up Assurance Program

SMIL is utilizing artificial intelligence to scan radiology reports for any recommendations for follow-up exams.

With this streamlined method of alerting referring physicians and scheduling patients for follow-ups, we can successfully increase referring physician efficiency and provide greater patient care and customer satisfaction.

### Follow up Exams Scheduled in 2023:



Without this automation, necessary follow-up exams may not have been scheduled appropriately.

## Patient Portal

SMIL's Patient Portal allows patients to access, share, and control their information and data, any time of the day. In 2023, SMIL's Portal logged:

Over 105,500 unique users Over 605,000 total log-ins

Our current rate of enrollment is over 6,000 new users each month.

# PROVIDER SERVICES

SMIL offers advanced tools designed to optimize the workflows of referring medical practices, driving productivity and efficiency while facilitating the transition to a paperless system. Through collaborative partnerships and teamwork, we strive to enhance the user experience of both providers and patients utilizing SMIL.

## Scriptsender Web

A secure online ordering portal with integrated ICD10 coding. Attach documents to your orders and track your referral activity.

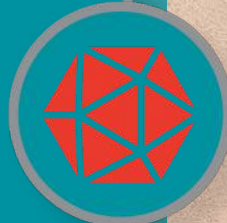
- 347,339 documents processed in 2023
- A 317% increase over last year



## IntelConnect PACS Referring Portal

A web-based, zero-footprint image and results viewer with patient activity dashboard including real time appointment status.

- Over 9,370 users in 2023
- A 334% increase over last year



## SMIL Direct

A safe, easy way to send your documents directly to SMIL. Securely transmit orders, clinical notes, insurance cards, and patient advocacy documentation.

- No EMR or faxing necessary!



SMIL is a proud sponsor of ASU® Sun Devils® Athletics and supports the ASU® Devil Docs™, which provides scholarship opportunities to Sun Devil® student-athletes pursuing careers in the medical field.

Our dedicated Provider Support department ensures individualized attention to referring practices' needs, because they understand the unique challenges and priorities of healthcare providers.

Provider Support Specialists efficiently address inquiries, prioritize urgent concerns, and maintain clear communication channels-- fostering trust and collaboration between providers. This specialized support enhances patient care coordination and streamlines the scheduling and prior authorization processes, ultimately benefiting the referring practices and their patients.



# SMIL RESEARCH INSTITUTE

## QUALITY RESEARCH ADVANCES PATIENT CARE

The SMIL Research Institute's mission is to make a difference by investigating medical imaging's role in the diagnosis and treatment of diseases, as well as promoting the translation of that research to enhance human health.

## RESEARCH STATISTICS

- 4.8 (out of 5) rating in patient satisfaction over the last 5 years
- 4.8 (out of 5) satisfaction rating from our research collaborators over the last 5 years
- Over 350 active collaborative research studies within our department, worked through partnerships in the Valley and across the U.S.
- Almost 30 years of successful and efficient clinical trials. SMIL was the first independent imaging center to establish a Research Institute

## CLINICAL RESEARCH EXPERTISE:

The SMIL Research Institute has a dedicated, experienced research team. We have participated in all phases of clinical research, involving all aspects of imaging, pharmaceutical, and device studies.

SMIL Research is dedicated to conducting all aspects of clinical research efficiently and with the highest level of quality. SMIL Research can manage all your study needs, including recruitment, sample processing, regulatory, and data submission/management.

In addition to providing clinical trial services to sponsors, community physicians, and SMIL's own physician investigators, we support efforts to author articles, abstracts, and book chapters for peer-reviewed journals and other educational media.

Our Team of experienced research coordinators possesses a thorough knowledge of accepted standards of good clinical practice, including the Food and Drug Administration (FDA) Federal Regulations (21 CFR 50, 54, 56, 312, 314, 600, 601, 812, and 814) and the International Conference on Harmonization E6 Good Clinical Practice (ICH GCP) guidelines.

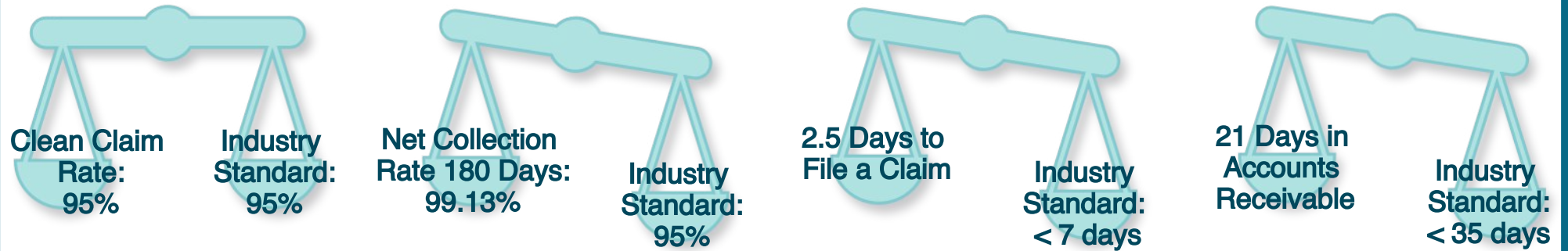
We are a leader in supporting MR Elastography (MRE) research studies. MRE is a maturing technology that has shown the highest diagnostic accuracy in non-invasive staging of liver fibrosis. MRE studies are currently being conducted at our Gilbert and Paradise Valley locations.

If you are interested in learning more about how you can partner with the SMIL Research Institute, please contact us at [research@esmil.com](mailto:research@esmil.com)

# REVENUE CYCLE

With insurance companies putting increasing financial responsibility on the patient, SMIL recognizes the need to offer flexibility in how our patients pay for their services. In addition to collecting payment at the time of the appointment and sending traditional paper statements, SMIL now also offers text and email options.

These convenient methods allow patients to make a payment with the click of a button. Since implementation, over 50% of patients who received a text or email statement have interacted with the message.



The prior authorization process remains one of the most challenging obstacles to timely patient care. To ensure our patients don't have to wait unnecessarily to receive the care they need, the SMIL team has continued to expand our partnership with EviCore by Evernorth to automate the creation of authorization cases through the IntelliPath program.

In 2023, the team doubled the number of electronically generated cases compared to the previous year. We achieved a 43% approval rate for automated authorizations, and a 72% authorization approval rate overall.

PRIOR AUTH DECISION	Total Cases	% of Total Cases	Approved Totals
AI Approved	12,523	43.00%	12,523
AI Approved with Additional Eligibility Checks	93	0.32%	93
Denied	7,485	25.88%	0
MD Approved	3,070	10.61%	3,070
No Prior Auth Needed	2,350	8.13%	2,350
RN Approved	2,749	9.50%	2,749
Withdrawn	652	2.25%	0
<b>GRAND TOTAL</b>	<b>28,922</b>	<b>100.00%</b>	<b>20,785</b>

**72% Approval Rate**

# TEAM DEVELOPMENT/CULTURE/LEADERSHIP

SMIL invests in its management team at multiple levels, utilizing curriculum from both The Halpin Company and Fred Pryor Leadership training programs. In 2023, SMIL provided over 55 Team Members the opportunity to attend in-house training with a Fred Pryor lead instructor.



**Southwest Medical Imaging  
Community Connections**

27,864

Total meals packed for the Feed My Starving Children Organization, feeding 76 children a daily meal for an entire year.

1,500

Number of peanut butter & jelly sack lunches packed to feed people experiencing homelessness.

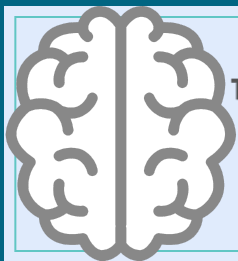
\$3,100

Amount collected for our annual school drive benefiting Orangewood Elementary.

SMIL dedicated our 2023 Employee Meeting donation drive to the Welcome to America project, collecting household items for newly arrived refugee families

76

Number of SMIL Team members who participated and volunteered in the 2023 Making Strides Against Breast Cancer Walk.



**TEAL MATTER  
BOOK CLUB**



*Seeing YOU Succeed*  
SMIL Mentorship Program



SMIL Leadership continues to investigate novel technology and methods that allow us to better serve our patients. In 2023, SMIL Leaders attended the following conferences:

- Radiology Business Management Association Annual Meeting
- American College of Radiology - 2023 Quality and Safety Conference
- Radiological Society of North America - Annual Meeting
- Healthcare Financial Management Association - HERe Conference
- The HERTEL Report - Winter and Summer State of the State
- American College of Healthcare Executives - Congress on Healthcare Leadership



THANK YOU FOR CHOOSING

**SMIL**

SOUTHWEST MEDICAL IMAGING

HOPE IS HERE