

Columbus Market

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Columbus Radiology Awarded Contract with Mercy Health

Columbus Radiology utilizes subspecialty expertise, 24/7 access and IT infrastructure to expand into new markets; collaborates with local radiologists

COLUMBUS, Ohio – Mercy Health, Ohio’s largest health system, has awarded Columbus Radiology a new contract to provide diagnostic and interventional radiology services in the Southwest Ohio Region. Columbus Radiology, a leading subspecialty radiology group, has included Mercy Health’s existing radiologists to augment Mercy’s radiology service lines and maintain medical staff relationships.

“The partnership with Mercy Health will bring the benefit of Columbus Radiology’s subspecialty expertise, 24/7 access to radiologists and IT infrastructure,” explains Columbus Radiology President, Dr. Frank Castellano. “This collaborative relationship allows Mercy to keep its local radiologists while enhancing patient care.”

Mercy Health Cincinnati, LLC and Columbus Radiology today announced their new contract under which Columbus Radiology will provide all hospital inpatient, outpatient and emergency professional radiology services. 79 radiologists now will be available to Mercy Health. The contract will commence on September 29, 2015.

Participating Mercy Health hospitals will include Anderson, Clermont, Fairfield and West Hospitals and satellite facilities. Dr. Michael Levey, a radiologist at Columbus Radiology, will serve as the medical director of radiology for the region.

Under the new arrangement, Mercy Health will preserve their existing referring physician relationships, and now will have access to additional Columbus Radiology services, such as the Results Communication Call Center, double-blind peer review process and radiology ordering guidelines application and CME events.

To support Mercy Health and Columbus Radiology’s shared vision of improving the patient experience across the continuum of care, the group has begun collaborating with hospital administration, existing radiologists and treating physicians to enhance service offerings within the market. In addition to increasing system access by providing 24/7 subspecialty interpretations, the physicians will also focus on growing Mercy Health services in breast health,

oncology and neuroscience, as well as implementing a comprehensive interventional radiology program.

“We see an opportunity to expand into new markets through collaborative partnerships with local radiology groups who lack the subspecialty radiologists and robust infrastructure to deliver the value required in the new healthcare marketplace. By joining a larger, subspecialized practice with sophisticated infrastructure, progressive health systems and referring physicians experience an improved standard of care. The health system delivers elevated patient care, improves referring physician satisfaction and preserves their medical staff relationships,” said Charles McRae, Chief Executive Officer of Columbus Radiology.

Columbus Radiology provides emergency/trauma and subspecialty interpretations 24 hours a day with its own staff of 48 full-time radiologists. The group also operates a 24/7/365 clinical call center that referring physicians can use to reach a radiologist for consults. The team is responsible for 200,000 inbound and outbound calls annually.

“Referring physicians frequently have questions about patient results, radiation exposure, what exams to order and when to order contrast,” said Michael Levey, M.D. Columbus Radiology’s Medical Director of Radiology, Southwest Ohio. “The call center enables the group to provide exceptional turnaround times and reduce unnecessary testing. When there is a question about results or which imaging study to order for the patient, the call center can quickly connect a referring physician with the correct radiologist.”

About Columbus Radiology

Columbus Radiology was founded in 1946 and has grown to be a leading provider of professional interpretation services. Today, Columbus Radiology reads for multiple hospitals and imaging and ambulatory centers throughout Ohio. Columbus Radiology’s radiologists are board certified and fellowship trained in musculoskeletal/osteoradiology, mammography, neuroradiology, body imaging, nuclear medicine, interventional radiology and general radiology. To learn more, visit www.columbusradiology.com.

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