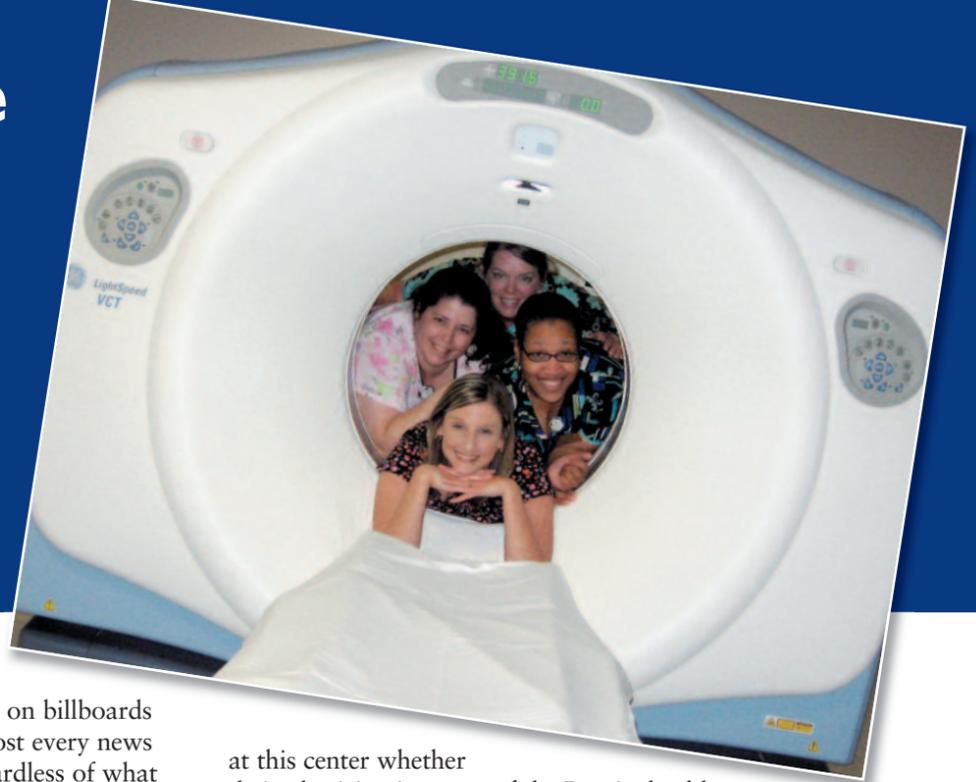


Cost-Effective Healthcare at Wake Forest Baptist's Outpatient Imaging Center

By: Meghan E.W. Corbett



The topic of healthcare is everywhere nowadays. It is in commercials during family programming, plastered on billboards across the country's highways, a part of almost every news program and in countless publications. Regardless of what the experts say, one of the most important things individuals should remember is that they have an active role in their own care. Better healthcare choices are easier to find than one might think. For those seeking routine healthcare screenings, looking for a more cost-effective option for their mammogram, MRI, ultrasound, CAT scan or X-ray, there is one option that really stands out above the others.

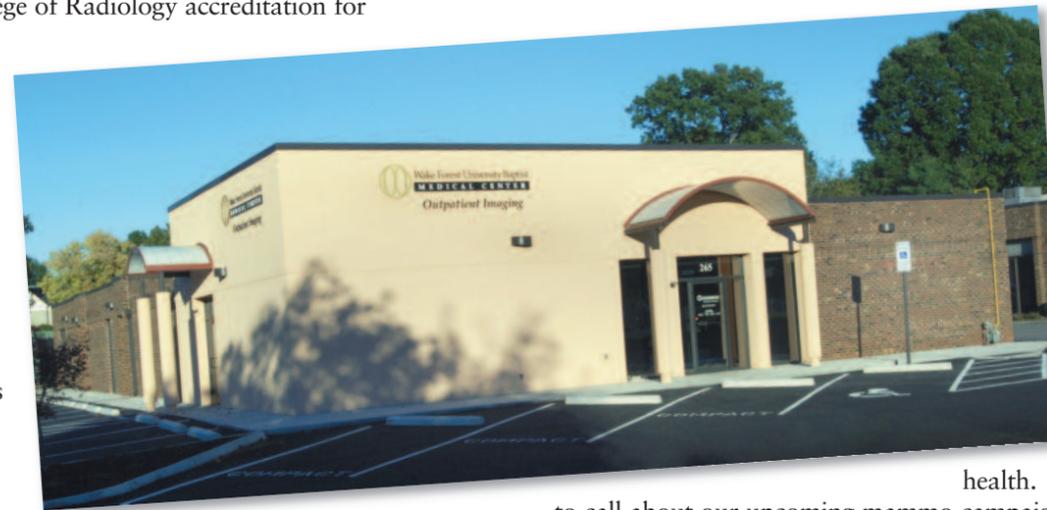
In business since November of 2008, Wake Forest Baptist Outpatient Imaging offers every patient a little advice. "Your health, your choice," said Brenda Bronk, marketing manager. This motto reveals one of the most important features of this center. It is important for patients to know they do have choices when it comes to healthcare. Outpatient facilities can not only guarantee faster service and results, but can keep prices much lower than a hospital-based facility. "That is the advantage of our outpatient facility," said Bronk. The outpatient imaging center offers result interpretations by radiologic subspecialists from Wake Forest University Baptist Medical Center's Department of Radiology. "We are (WFUBMC's) freestanding location," said Bronk. The benefit of the outpatient center is that every patient receives the same high standard of care as they would at the medical center. It is important to note that patients can obtain their outpatient imaging services



at this center whether their physician is a part of the Baptist health system or other community practices. When compared to other local outpatient centers, we offer one global fee per procedure with no hidden costs. But how much less is the cost? On average, patients who have exams performed at free-standing outpatient imaging centers can expect to pay significantly less for a service than they would pay at a hospital or hospital-based outpatient center, depending on the procedure and their insurance options. As an added plus, WFUBMC's Outpatient Imaging Center accepts almost every type of health insurance coverage. The global benefits mean that regardless of whether patients pay out-of-pocket for procedures or utilize their health insurance, generally speaking, the cost will be two to three times less for mammograms, MRIs, CTs, ultrasounds, abdominal imaging, bone imaging, select pediatric services and neurologic scans; all services offered with cutting-edge technology and top-ranked physicians. Many of the WFUBMC radiologists who provide interpretations have been named in the "Best Doctors in America," as well as in "America's Top Doctor" listings. "Not only are the physicians among the best available, the

technologists are highly trained, licensed professionals," states Jo Ellen Lucas, administrator of the outpatient facility. "They each have extensive training in their field and are dedicated in making sure the patients feel comfortable and safe, by explaining the exam and answering questions. We are also proud to announce that our facility is actively pursuing American College of Radiology accreditation for multiple services offered. The ACR establishes high standards of practice guidelines and technical care within our industry."

The advantages of utilizing the Wake Forest Baptist Outpatient Imaging center are the efficient services, timely appointments and results within 24 hours or less. We also offer extended hours, including Saturdays for many of our procedures. Last, but certainly not least, patients enjoy the free parking of the one-level center and the comfort and convenience of hot coffee or tea and fresh-baked cookies.



In addition to all the outpatient imaging center has to offer, those in charge have decided to do even more to encourage women to come in for annual mammogram screenings. "Most women drive healthcare decisions in their families," said Bronk. Though women drive decisions, it is sometimes at the compromise of their

own health. When caring for loved ones, women often put their own health needs on the back burner, and the WFUBMC Imaging Center wants to encourage them to be proactive about their

health. "We want ladies to call about our upcoming mammo campaign," said Bronk. On many Saturdays in September and October, the center will provide special Pink Lady Mammo Parties. Women are encouraged to bring friends who may need their annual screening mammogram and make it fun! As an added incentive, mention this article and receive a free pink gift! The number is 336-765-5722. **FW**

"Do You Know You Have a Choice?"
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SERVICES INCLUDE:

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- Prompt interpretations by specialist-trained radiologists
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