

PRESS STATEMENT

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PATIENTS BELONG IN THE IMAGING PICTURE

(Chicago, Ill.) - The radiology community, led by Dr. David Levin, has launched a campaign that positions radiologists as the only appropriate imaging providers and that attacks the motives of physicians who provide these services outside of an imaging facility or hospital. Dr. Levin, a radiologist, and his supporters are not telling the full story.

A large coalition of physicians under the banner of Physicians for Patient-Centered Imaging (PPCI) has come together to set the record straight, to present the real facts about growth in medical imaging services, and to alert the American public that their access to imaging services performed by their trusted physician who understands their condition and medical history is at risk.

Dr. Levin is determined to seize for radiologists what has been shifted to cardiologists, surgeons, urologists, oncologists, neurologists, and obstetricians and gynecologists and other physicians as a result of the evolution of medical care in this country. Radiologists have over-simplified the growth in imaging services, implying that imaging growth is bad business and bad for patients. Our practice tells a different story.

Refinements in imaging technology have allowed the migration from invasive tests performed in hospitals to less invasive and more accurate diagnostic tools and image-guided therapy performed by professionals with organ- and disease-specific expertise. Even the Medicare Payment Advisory Commission in its March 2003 report acknowledged that new indications for existing technologies may be contributing to imaging growth rates and that decreases in some services may be the result of substitution of services. When used to guide therapy, imaging can result in cost savings, fewer complications, shorter hospital stays, and better patient management.

The real story is that the loss of market share is a key factor driving the radiologists' campaign. Radiologists currently dominate the MRI, PET and CT modalities and they want to restrict the use of those modalities by non-radiologists. The true motivation driving the radiology community was spelled out in the July issue of the *Journal of the American College of Radiology* in which American College of Radiology Board of Chancellors Chair James Borgstede, M.D., wrote "...we are also concerned about a loss of turf, and in this regard, perhaps quietly we think of our own best interest."

Health care for our nation's Medicare beneficiaries should not be about market control but about quality, patient convenience and continuity of care. PPCI supports patient care plans that keep the welfare of the patient paramount and defends in-office imaging as consistent with patient-centered, value-added care, providing Medicare patients with access to essential and timely imaging by their physicians.

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American Academy of Neurology, American Academy of Ophthalmology,
American Academy of Orthopaedic Surgeons, American Association of Neurological Surgeons,
American College of Cardiology, American College of Obstetricians and Gynecologists,
American College of Surgeons, American Gastroenterological Association,
American Society of Cataract and Refractive Surgery, American Society of Echocardiography,
American Society for Gastrointestinal Endoscopy, American Urological Association,
Congress of Neurological Surgeons, Heart Rhythm Society, Medical Group Management Association,
Society for Cardiovascular Angiography and Interventions,
Society for Cardiovascular Magnetic Resonance, Society for Maternal-Fetal Medicine

