



IMAGING IN **FOCUS**

Cardiovascular Imaging Strategies



THE ISSUE

Appropriate use of cardiovascular imaging in clinical practice enables prompt, efficient and cost-effective patient care. However, the benefits of cardiovascular imaging are increasingly offset by questions about the appropriate use of testing. Health plans, lawmakers and health policymakers continue to look for ways to manage growth in imaging costs and limit unnecessary patient exposure to radiation. To date, the primary health “solution” to achieving the above goals is the use of radiology benefit management companies (RBMs). However, while RBMs have contributed to a reduction in the number of imaging tests, there is no evidence that the process used by RBMs has contributed to quality improvement or a more efficient approach to medical imaging. A 2010 survey of American College of Cardiology (ACC) members found RBM performance lacking when it comes to timeliness, accuracy, transparency, educational benefit and the ability of referring physicians to place orders.

“I chose to be involved in FOCUS because using and promoting standards developed by experts in the field who are our peers; that are transparent to the patient, physician and insurer; and that promote clinically effective imaging is so much better than the alternatives.”

Peter Tilkemeier, M.D., F.A.C.C.



WHY CARDIOVASCULAR IMAGING STRATEGIES?

Cardiovascular Imaging Strategies is a product of the ACC’s Imaging in FOCUS initiative that is designed to offer health plans an alternative to RBMs. Built upon ACC core competencies, Cardiovascular Imaging Strategies centers on appropriate patient selection through physician developed nationally recognized appropriate use criteria (AUC). This unique product offers a performance-based, transparent and accountable solution to reduce imaging not meeting appropriate use criteria. To date AUC imaging standards exist for cardiac radionuclide imaging, cardiac computed tomography, cardiac magnetic resonance imaging and echocardiography.

Cardiovascular Imaging Strategies allows for robust point-of-care decision support developed by ACC and powered by Medicalis. Unlike RBMs, it engages providers in feedback reports and opportunities to participate in quality improvement activities. At the same time it reduces third-party costs to physicians and health plans.



PRODUCT AT-A-GLANCE

- Electronic, Point-of-Care Decision Support
- Reduces Third-Party Costs to Physicians and Health Plans
- Transparent and Consistent With Nationally Recognized Appropriate Use Criteria
- Includes MOC Part IV Credit (20 points) and Meets Lab Accreditation Standards
- Meaningful Feedback Reports That Identify Appropriate Use Patterns
- Replaces Current Punitive Reviews With Continuous Quality Improvement and Education

**Learn more at CardioSource.org/FOCUS
or e-mail FOCUS@acc.org**

