



ANNUAL
QUALITY REPORT
2024-2025

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By The Numbers

670
EMPLOYEES



16
CENTER LOCATIONS



\$17.7+
MILLION INVESTED OVER THE LAST 5 YEARS
IN EQUIPMENT UPGRADES BENEFITTING
PATIENT SAFETY & COMFORT, REDUCING
DOSE AND IMAGE QUALITY IMPROVEMENT



100%
OF MAMMOGRAPHY LOCATIONS OFFER
3D MAMMOGRAMS



855
SURVIVORS SERVED IN-PERSON AT THE
AMERICAN CANCER SOCIETY MAKING
STRIDES AGAINST BREAST CANCER
EVENT, SPONSORED BY SMIL



40%
OF TEAM MEMBERS AT SMIL WITH
5+ YEAR TENURE



603,980
EXAMS COMPLETED IN OUR IMAGING CENTERS



4.78
PATIENT SURVEY OVERALL SATISFACTION
WITH SMIL (AVERAGE ON A 5 POINT SCALE)



\$31,157
DOLLARS DONATED TO AMERICAN
CANCER SOCIETY FOR BREAST CANCER
RESEARCH, EDUCATION, AND SUPPORT



67,995
NUMBER OF SCREENING MAMMOGRAMS
PERFORMED IN 2024

WELCOME

SMIL BOARD



DR. RON NEWBOLD
PRACTICE PRESIDENT



DR. NISHANT VERMA
PHYSICIAN BOARD CHAIRMAN



DR. BERNADETTE DIEGNAN
PHYSICIAN MEMBER



CARRIE RANSIL
CHIEF EXECUTIVE OFFICER



GARY BAKER
OUTSIDE MEMBER



JESSICA MONTGOMERY
OUTSIDE MEMBER

The SMIL Leadership Team is pleased to share the results of our quality, safety, and patient experience initiatives over the past year. SMIL continues to focus on giving our patients the best, highest quality, and safest experience possible in medical imaging. We do this through a methodical approach to our operational delivery systems, by not cutting corners for profits, and ensuring fully credentialed and registered technologists operate our equipment on-site vs. remotely.

We are excited to share with you our latest achievements, our plans to improve quality and safety further, and our commitment to pursuing excellence in patient care.

OUR MISSION

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

OUR VISION

TO BE THE PREFERRED PROVIDER
OF MEDICAL IMAGING IN THE
SOUTHWEST

OUR VALUES

INTEGRITY - WE DO WHAT IS RIGHT
SERVICE - WE PROVIDE CARING SERVICE
EXCELLENCE - WE DELIVER THE BEST
ENGAGEMENT - WE RESPECT AND
VALUE OTHERS

SMIL LEADERSHIP



AJ BRAGA

VICE PRESIDENT OF
INFORMATION TECHNOLOGY



JENNIFER GREENING

VICE PRESIDENT OF FINANCE



JENNIFER MOHLER

CHIEF REVENUE CYCLE OFFICER



MELISSA SINGER PRESSMAN

CHIEF CLINICAL RESEARCH OFFICER
CHIEF COMPLIANCE OFFICER

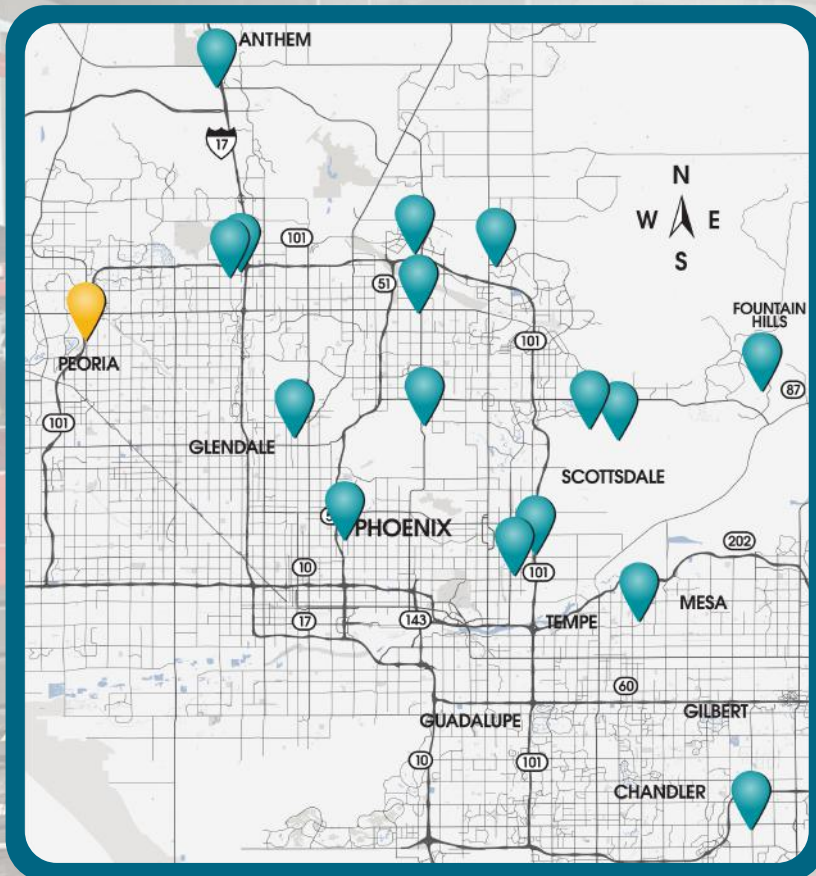


MEGAN STUFF

CHIEF OPERATIONS OFFICER

WE'VE GOT YOU

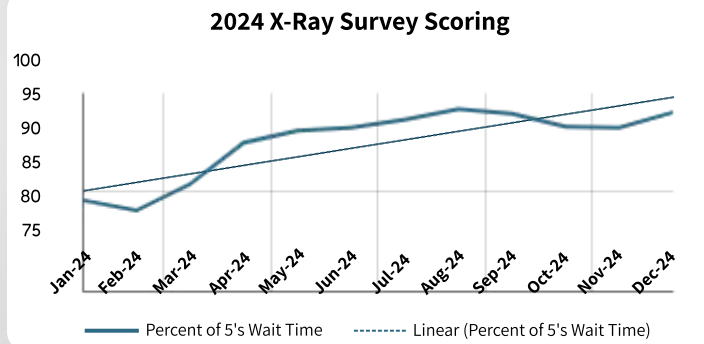
Covered



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

OPERATIONS ADVANCEMENTS

Moving to a scheduled X-ray model has significantly improved SMIL's **patient satisfaction** by reducing wait times and ensuring a more streamlined process. Patients appreciate the convenience of knowing exactly when their exam will take place, resulting in a more positive and stress-free experience.



Improved scheduling processes increased ultrasound exam availability by more than:

180 MORE EXAMS PER WEEK

FUTURE OF OUR FIELD...

2.5x increase in clinical internship availability for local radiography student programs, helping us better serve the community and provide valuable hands-on experience

3x increase in the number of college partnerships is helping grow the future of our field and expand access to care in the Phoenix Metro region

NUCLEAR MEDICINE/PET DEPT SCAN TIME AND EXAM COUNT IMPROVEMENTS

62% increase in speed with the newly installed *Pro.specta* Nuclear Medicine Camera resulted in the following exam count increases:

53% increase in PET brain scans

24x average increase in cognitive impairment PET scans

42% increase in PET prostate PSMA scans

PATIENT OUTREACH & EDUCATION

12

Fairy Tale posts for Breast Cancer Awareness

673,460

impressions

33,474

engagements (likes, comments, and shares)

47,953

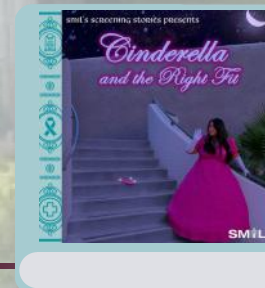
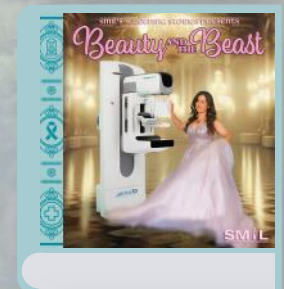
video views

5,956

new audience members



SMIL received the Radiology Business Management Association RAD Honors Best Marketing Campaign Award for the 2024 campaign.



The Nurse Navigators featured in a series of 12 Reels to address common myths about breast cancer.



BREAST HEALTH



The SMIL Breast Nurse Navigator program, available at all SMIL Breast Centers of Excellence, offers nationally certified, in-person support. Nurse Navigators guide patients through care recommendations from physicians, surgeons, and radiologists providing clarity and compassion throughout their journey.

42

Combined years of experience of our Nurse Navigators

1,075

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

19

Average years of experience of our Mammographers

13

Average years of experience of our Breast Sonographers

2,863

additional exam slots were created in 2024 to expand patient access to essential breast imaging

4,487

screening breast ultrasound results were texted to patients during the first year of our communication enhancement initiative

\$709

raised at the SMIL Sue Levy Breast Center Open House event for Cancer Awareness

PRIORITIZE *You!*

To improve timely access to screening mammograms, SMIL launched the 'Prioritize You' campaign. Patients with normal results receive a text prompt to immediately schedule their next annual exam. This streamlined approach has resulted in over 5,500 appointments booked.

SMIL and Innovation Care Partners (ICP) collaborated in 2024 to expand access to mammography services, resulting in over 600 screening exams. This effort supported early breast cancer detection and improved treatment outcomes in the community.

QUALITY & PATIENT

SMIL's F.A.C.T (Failure Analysis Critique Team)

In 2024, SMIL established a team to evaluate incidents reported at other organizations in the news. The group reviews publicly available details and compares them against SMIL's current processes to identify potential areas for improvement. In 2024, SMIL implemented

20+

organizational improvements from its incident review workgroup, enhancing patient safety and satisfaction for both patients and referring clinicians.

4th Annual SMIL Safety Week

SMIL provides training and guidance each summer during our featured Safety week. Topics include: SMIL Nurses Road Show, Patient Identification, Self-Reporting of errors, Fall Prevention and Emergency Preparedness.

EXPERIENCE

Average years

MRI Technologists	13+
CT Technologists	13+
Radiographers	18+
Ultrasound Techs	14+

SAFETY SPOTLIGHT

SMIL Nurses

SMIL Nurses provide dedicated patient care, assuring safety and quality within our most complex procedures. From reviewing patient allergies and history, performing sedation support, and following up with patients' post-exam exams, our nurses provided

74,000+

Nursing personal touch-points to patients in 2024.

Matters!

of experience:

17+ Nuclear Med/PET Techs

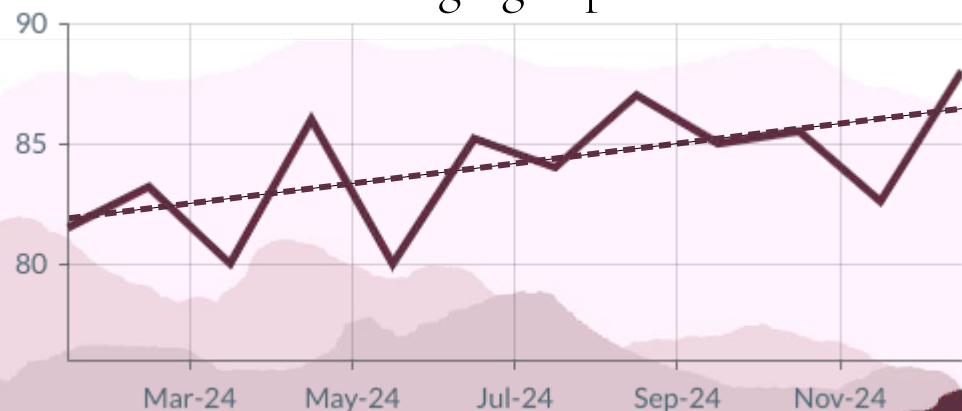
19+ Mammographers

11+ Tech Assistants

14+ Nurses

Breast US Wait Time Scoring

Updates to our Breast Imaging schedules decreased wait time for patients, leading to improved Wait time Scoring in our Diagnostic Breast Imaging department.

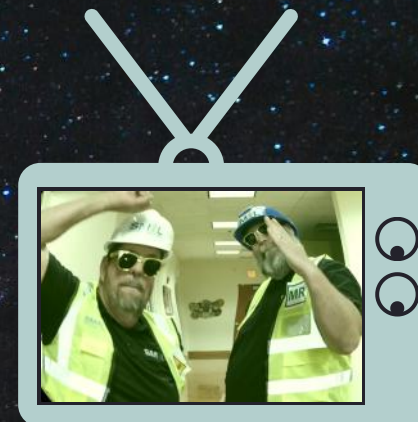


MRI SAFETY

"Protect the Portal"

Protect the Portal is SMIL's initiative to keep MRI doors closed and secured, essential for maintaining a safe environment around the strong magnetic field.

120+ | live MRI safety demonstrations for Annual MRI Safety Week
10,900+ | devices screened for safety prior to patient arrival



27

MRI Safety-related posts on social media

25,379

reach (number of unique people who have seen a piece of content)

2,823

likes, comments, reactions, and shares

SMIL's Original MRI Safety Music Video featured on LinkedIn received

1,680

likes, comments, reactions, and shares

151

MRI Safety-related posts on social media

100% of MRI accidents are preventable

The Magnet is Always On!



PERFORMANCE OPTIMIZATIONS

Contact Center Patient Outreach

Over 7,800 patients were contacted by our scheduling team to encourage participation in screening mammograms and to maintain compliance with annual screening guidelines. Through a combination of live calls and texting campaigns, we emphasized the importance of early detection.

We remain committed to supporting our patients' health and well-being through proactive outreach and education.

Advanced Virtual Assistant

1.5 Million+

calls answered in 2024, by our virtual assistant AVA

12K+

calls were handled during non-business hours, ensuring patients received assistance outside regular operating times



AVA provided support across various critical tasks, including:

- Delivering exam preparation instructions
- Providing location details
- Confirming exam information
- Canceling exams, freeing up slots for other patients
- Rescheduling exams to better accommodate patient needs



These capabilities highlight AVA's contribution to operational efficiency and patient satisfaction.

31% reduction in Scheduling call Abandon rate in 2024

BUSINESS INTELLIGENCE

The SMIL Business Intelligence team are experts in analytics and software development

Analytics

28 dashboards were published, offering insights into patient satisfaction, imaging center performance, resource management, and finance. These visual tools support decision-making for internal leaders, staff, referring providers, payors, and other partners

100s of individual performance indicators were tracked, including unique measures like Days to Schedule and industry standards like Net Promoter

Software Development

Up to **900** application tasks were completed daily using in-house developed Robotic Process Automation, delivering immediate improvements to the patient experience

1000s of patient surveys were categorized and prioritized each month using Natural Language Processing sentiment analysis, enabling quick feedback assessment and rapid operational adjustments

eForms is a digital paperwork tool that delivers history sheets directly to patients' smartphones. This innovation will expand to all locations in 2025

PATIENT SATISFACTION

96.5%

of SMIL Patients score their **overall satisfaction** as Good or Very Good

97.8%

of SMIL Patients score **staff professionalism** as Good or Very Good

96.7%

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

92.0%

of survey comments relay **positive sentiments**

Patient Portal

Allowing patients to access and control their information and data any time of the day

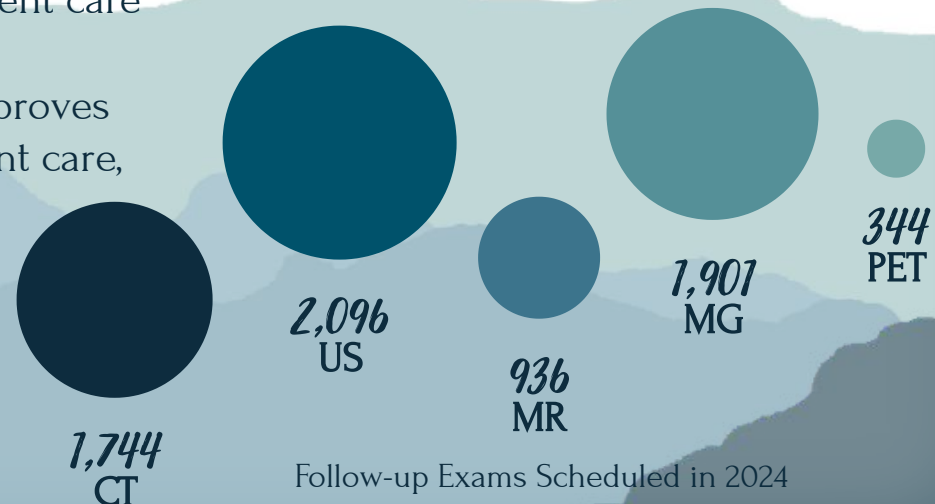
868K+

SMIL Patient Portal log-ins in 2024

SMIL uses Artificial Intelligence to scan radiologist reports for follow-up exam recommendations, helping ensure timely patient care

Proactively scheduling necessary imaging improves referring physician efficiency, enhances patient care, and increases overall customer satisfaction

Without this automation, necessary follow-up exams may have been delayed or missed



Follow-up Exams Scheduled in 2024

PROVIDER SERVICES

ENHANCING PROVIDER WORKFLOWS WITH SMIL MEDICAL IMAGING

At SMIL, we are committed to finding solutions to make imaging referrals seamless and efficient for our partnering physicians and their staff. We offer HIPAA-safe tools, resources, and support to streamline your office workflow and patient management.

REFERRING PROVIDER TOOLS



SMIL Direct Document Drop-Off:
Allow your office staff and patients to submit orders and supporting documents electronically—No login or EMR required.



Patient Status Reports:
Receive nightly reporting of your SMIL requests from Ordered and Scheduled, to Exam Complete and Report Finalized; including cancellations and no-shows.



Dedicated Provider Support Team:
Eliminate time spent on hold or returning missed calls with trusted support, just an email away. Our knowledgeable Provider Support Representatives respond quickly to urgent inquiries and personally assist with STAT and priority scheduling or interpretation requests.



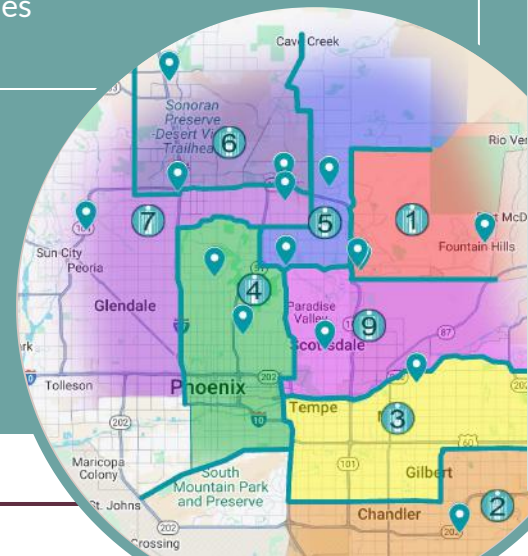
ScriptSender Web Ordering:
Submit your imaging orders and supporting documents electronically and track SMIL appointments.



IntelConnect PACS Provider Portal:
Access your SMIL images and reports in real-time.

THE IMPACT OF PROVIDER RELATIONS REPRESENTATIVES

Our team serves as the main point of contact for referring providers, improving efficiency, communication, and confidence. Provider Relations Representatives proactively learn each office's unique needs to deliver personalized support and strengthen collaboration, enhancing the overall referral experience so you can focus on your 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.

CLINICAL RESEARCH EXPERTISE

The SMIL Research Institute has a dedicated, experienced 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 at the highest level of quality. SMIL Research is capable of managing all your study needs including recruitment, regulatory, and data management (including image submission).

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) as well as 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 interested in learning more about how you can partner with the SMIL Research Institute, please contact us at research@esmil.com.

RESEARCH STATISTICS

4.8 (out of 5) rating in patient satisfaction over the last 5 years

4.8 (out of 5) 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 US

Almost 30 years of successful and efficient clinical trials, as the first independent imaging center to establish a Research Institute throughout our community



REVENUE CYCLE

To further enhance patient care and reduce appointment wait times, SMIL has implemented a proactive process to secure appointments with less wait time.

Reaching out to patients who have expressed interest in earlier appointments once prior authorization is secured ensures that patients receive timely access to the care they need, reflecting our commitment to *seeing you well.*


This initiative exemplifies how SMIL consistently goes above and beyond to serve our community with compassion, efficiency, and dedication.

Over
1,400

patients had the opportunity to schedule an earlier appointment so they can get care faster.

	Industry Standard	SMIL	
Clean Claim Rate	95%	95%	✓
Net Collection Rate 180 Days	95%	98.82%	✓
Days to File a Claim	<7	3	✓
Days in Accounts Receivable	<35	18	✓

TEAM DEVELOPMENT/CULTURE/LEADERSHIP




American Heart Association & Go Red for Women

Check. Change. Control.

An evidence-based program that promotes blood pressure monitoring and management.

This program resulted in a **555%** increase in staff awareness of their blood pressure.



Southwest Medical Imaging Community Connections

47,304 Meals packed for the Feed My Starving Children Organization

1,200 PB&J sack lunches packed and delivered to the unhoused

\$3,500+ In supplies collected, benefiting local Title 1 Schools



Toasties Public Speaking and Leadership Club

- 7 years and going strong
- 60+ impromptu speeches
- 13+ prepared speeches
- 96 functionary roles filled

At Toasties, serving as a functionary - such as an evaluator, grammarian, timer, or Table Topics master - enhances skills like active listening, constructive feedback, time management, and impromptu speaking, fostering well-rounded communication and leadership development.

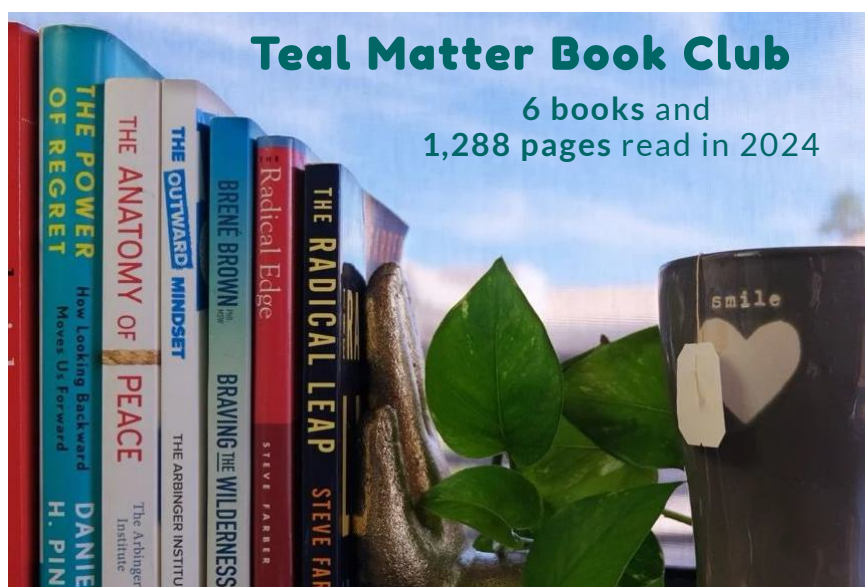
SMIL supports employee growth through advancement opportunities such as cross-training X-ray Technologists into Mammography.

Currently, **34%** of Mammography Techs began in X-ray, with cross-trained Team members averaging **13 years** of service.

This reflects a strong culture of loyalty and long-term career development for our Team members.

532 # of Quarterly Check-ins performed with staff during our efforts to foster stronger relationships and provide timely feedback while boosting morale with staff.

Since the inception, this process has assisted in lowering our employee turnover rate by **4.2%**



Teal Matter Book Club

6 books and 1,288 pages read in 2024

THANK YOU FOR CHOOSING



SOUTHWEST MEDICAL IMAGING

Seeing You Well