



SMMIL

SOUTHWEST MEDICAL IMAGING

ANNUAL
QUALITY
REPORT
2022/2023

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66 RADIOLOGISTS

NUMBER OF
SCREENING
MAMMOGRAMS
PERFORMED IN 2022

54,315

19 CENTER
LOCATIONS

38%

EMPLOYEES AT SMIL 5 YRS+ TENURE

876

SURVIVORS SERVED
IN-PERSON AT THE
AMERICAN CANCER

SOCIETY MAKING
STRIDES AGAINST
BREAST CANCER EVENT



455,728

NUMBER OF EXAMS COMPLETED
IN OUR IMAGING CENTERS

642 EMPLOYEES



\$23,826

DOLLARS DONATED TO AMERICAN CANCER
SOCIETY FOR BREAST CANCER RESEARCH,
EDUCATION AND SUPPORT

6 HOSPITALS SERVED

PATIENT SURVEY
OVERALL SATISFACTION
WITH SMIL
AVERAGE ON 5-POINT SCALE

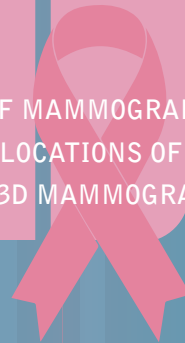
4.88

\$2.9
MILLION

INVESTED IN EQUIPMENT UPGRADES
BENEFITTING PATIENT SAFETY
COMFORT, REDUCING RADIATION DOSE
AND INCREASING QUALITY OF IMAGES

100%

OF MAMMOGRAPHY
LOCATIONS OFFER
3D MAMMOGRAMS



OVER
1.1 Million

EXAMS INTERPRETED BY SMIL RADIOLOGISTS
(SMIL IMAGING CENTERS AND HONOR HEALTH)

SMIL BOARD

MICHAEL DOUGLAS



CHIEF EXECUTIVE OFFICER

DR. RON NEWBOLD



PRACTICE PRESIDENT

DR. ROD OWEN



CHAIRMAN

DR. ACE MOYER



PHYSICIAN BOARD MEMBER

LOIS UNIAT



OUTSIDE BOARD MEMBER

DR. MALEEK JAMAL



OUTSIDE BOARD MEMBER

WELCOME

The Radiologists and SMIL Executive Team are excited to share our latest initiatives implemented in 2022 / 2023 that continue to strengthen SMIL's leading stance nationally in the radiology community and focus on our Mission: To be leaders in medical imaging through Quality, Innovation, and Service.

In the following pages, you will learn about our key initiatives in patient experience, patient safety, connectivity with our communities and constituents, and expanding our service area. At every level of our organization, we focus on patient care, patient experience, and delivering the highest quality. Unlike many in the community, SMIL has chosen to forego cutting corners for profits. We ensure Board Certified Radiologists are on-site at our centers for contrast coverage and medical supervision, fully credentialed and registered technologists operate our equipment, and we maintain all revenue cycle management services in-house. This gives our patients the best, highest quality, and safest experience.

We are happy you've chosen to learn about our latest achievements, our plans to improve quality further, and our commitment to pursuing excellence in patient care.

SMIL LEADERSHIP

CARRIE RANSIL



CHIEF FINANCIAL OFFICER

CHARLIE RIVERS



CHIEF INFORMATION OFFICER

MELISSA SINGER PRESSMAN



CHIEF CLINICAL RESEARCH OFFICER
CHIEF COMPLIANCE OFFICER

JENNIFER MOHLER



VICE PRESIDENT OF REVENUE CYCLE

MEGAN STUFF



VICE PRESIDENT OF OPERATIONS

MISSION

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

VISION

TO BE THE PREFERRED
PROVIDER OF MEDICAL
IMAGING IN
THE SOUTHWEST.

VALUES

INTEGRITY

WE DO WHAT IS RIGHT

SERVICE

WE PROVIDE CARING SERVICE

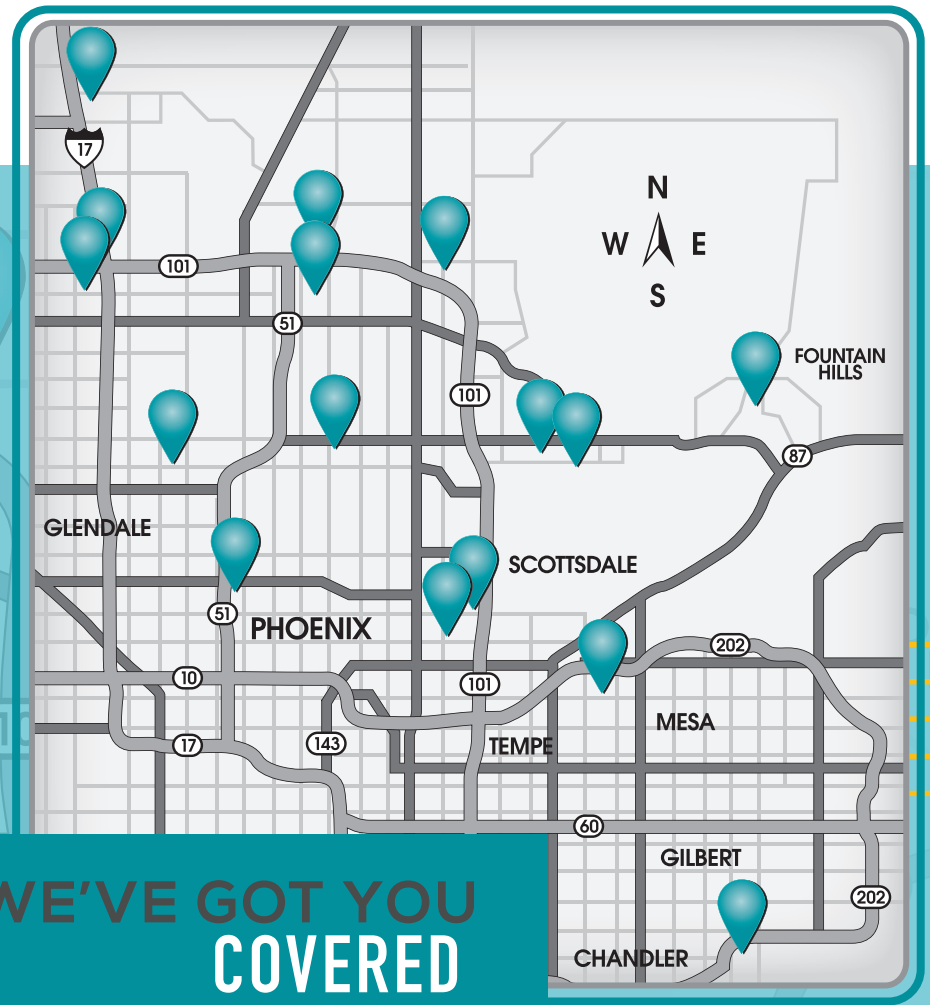
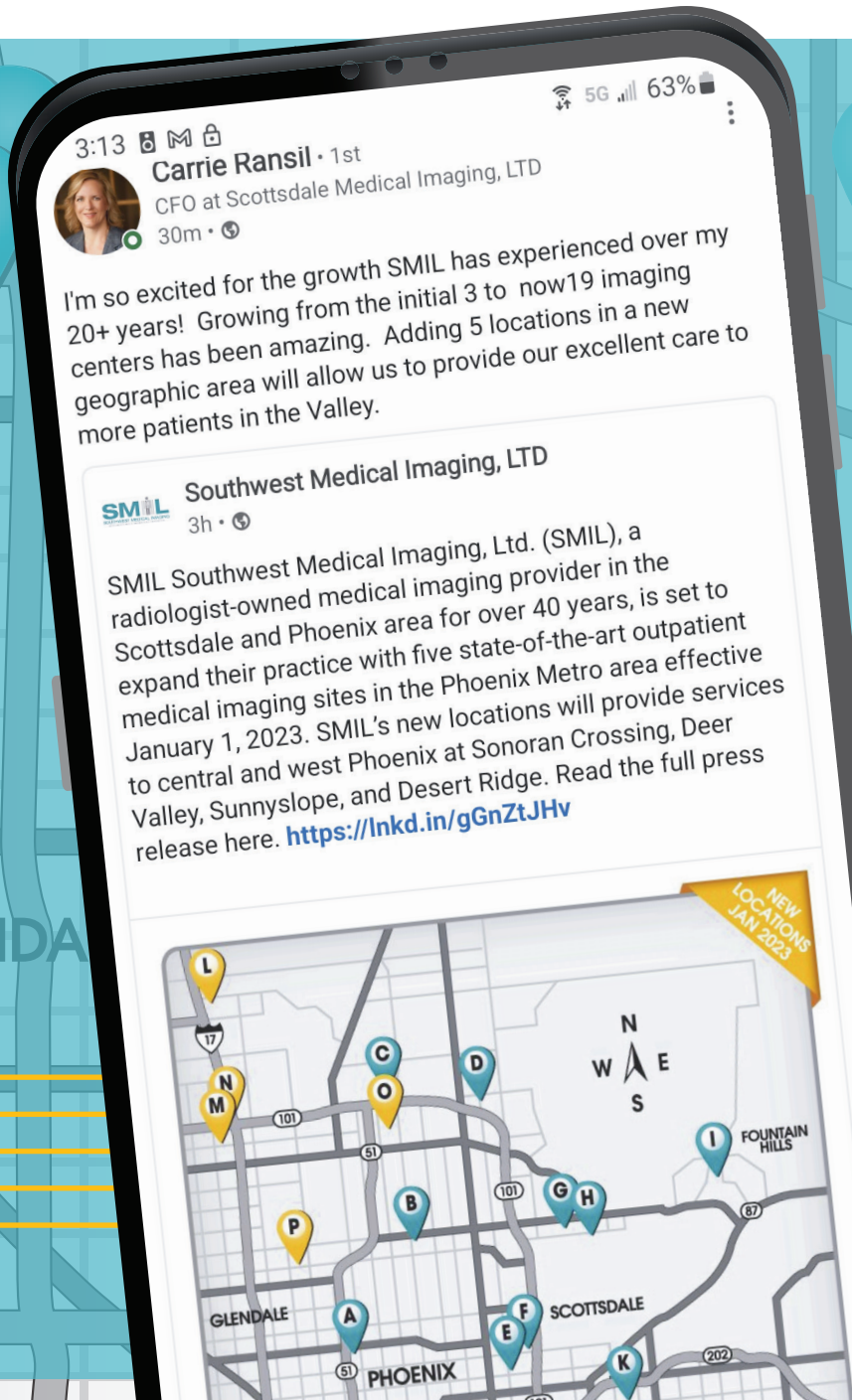
EXCELLENCE

WE DELIVER THE BEST

ENGAGEMENT

WE RESPECT AND VALUE OTHERS

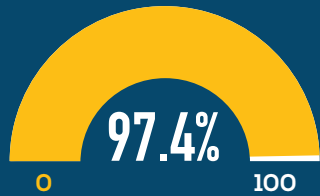
SERVICE LOCATIONS



WE'VE GOT YOU COVERED

- 📍 NORTH SCOTTSDALE
- 📍 SOUTH SCOTTSDALE
- 📍 FOUNTAIN HILLS
- 📍 NORTH PHOENIX
- 📍 CENTRAL PHOENIX
- 📍 MESA
- 📍 GILBERT
- 📍 PARADISE VALLEY

PATIENT SATISFACTION



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

98.1%

of SMIL Patients score staff professionalism as Good or Very Good

95.5%

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

97%



of survey comments relay positive sentiments

SMIL FOLLOW-UP ASSURANCE PROGRAM

SMIL is utilizing Artificial Intelligence to scan Radiologist reports for patient follow-up exam recommendations. This streamlined method of alerting referring providers and scheduling patients for their follow-up exams means greater efficiency for our referring providers, delivery of best-in-class patient care, and increased customer satisfaction.

Follow Up Exams Scheduled in 2022:

CT
1250

US
1918

MR
684

MG
1280

PET
104

Without this automation, necessary follow-up exams may not have been scheduled appropriately.

PERFORMANCE OPTIMIZATION

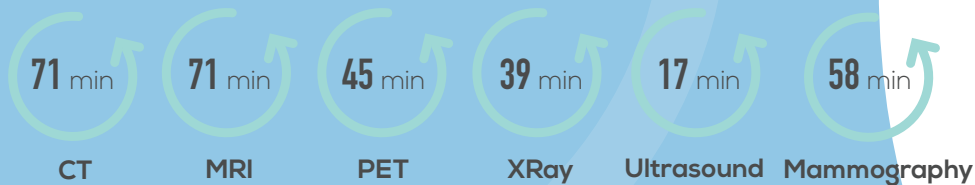
PRISM: A SMIL COMMUNICATION PLATFORM

SMIL has a long history of creating advanced, original software in-house. Our internally developed technology leads the way as healthcare refocuses on engaging directly with patients. Our latest innovation is built on SMIL's "PRISM" communication platform, which sends screening mammography patients their results via text message. We now text thousands of monthly results, often only a few hours after a patient leaves our center. Better, faster communication improves both patient care and peace of mind.



REPORT TURN-AROUND TIME

SMIL's target is for 90% of routine outpatient imaging center exams to have completed reports within 24 hours. Our centers currently offer the following median report turn-around-times, in minutes, by department:



AUTOMATED DOCUMENT SCANNING 90%

With highly efficient first-pass accuracy rates using Optical Character Recognition and Fax Look-up Automation, our document scanning process results in an instantaneous process from faxed documents to ordered exams. This positively impacts the efficiency of patient scheduling and increases satisfaction for our patients and our employees.

BUSINESS INTELLIGENCE SPOTLIGHT

SMIL has been a leader in radiology business intelligence for over 15 years. Our team of specialists, developers, and data scientists enables data-driven decision-making with cutting-edge solutions. SMIL Business Intelligence combines insights with action, powering business automation that advances operational efficiency, patient care, and the experience of our referring community.

2022 HIGHLIGHTS

DATA SCIENCE IN DIAGNOSTIC REPORTS:

Nearly 20% of lung nodules are detected as incidental findings in unrelated exams. We use Natural Language Processing to identify and recommend lung nodule tracking with appropriate follow-up exams for 4,000+ patients annually.

BUSINESS METRICS:

Additional in-production analytics bring transparency to scheduling, registration, and medical records workflows.

ORDERING COMMUNITY:

SMIL Scorecards evaluate our performance from the ordering provider and insurance partner perspective. We can instantly share infographics reflecting study turn-around times or patient satisfaction at SMIL locations.

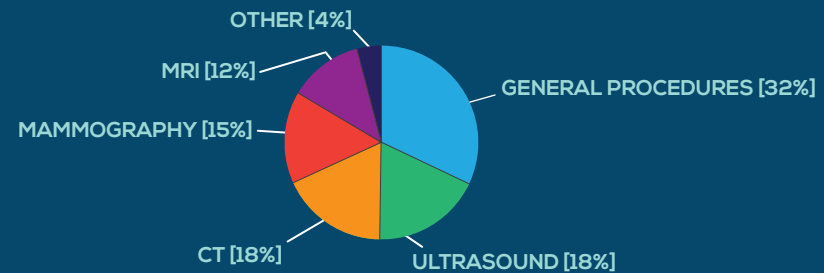
CT CONTRAST UTILIZATION:

A dashboard that displays recent and upcoming CT contrast usage at SMIL, built to assist operations in reacting appropriately to the national contrast shortage in 2022

SMIL Scorecard (Insurance) - Last 150 Days



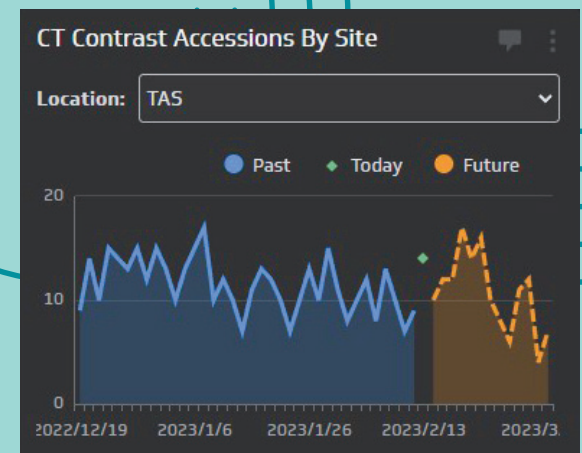
XYZ Insurance Company



Report Turn Around

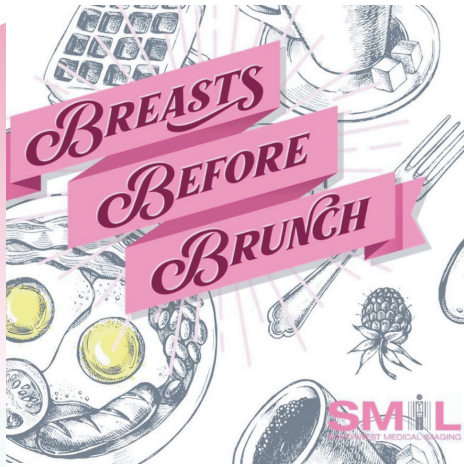
MEDIAN TAT	WITHIN 4 HOURS	SAME DAY	WITHIN 24 HOURS
41	85.6%	92.1%	98.4%

92.7%
PATIENT SATISFACTION



BREAST OUTREACH AND EDUCATION

SMIL utilizes social media for patient outreach and education and strives to create interesting, engaging and eye-catching posts. In 2022, SMIL increased its online presence by 187% to reach 1,815,300 people through social media.



smil_southwestmedicalimaging
Welcome to SMIL's Breasts Before Brunch (aka Breast Cancer Awareness Month) where we will be serving a buffet of education all month long.

Mammography is the most effective screening tool used to look for breast cancer in most women, and in men with the BRCA 1-2 inherited gene mutation.

Our Breast Center has a complete menu of made-to-order screening mammograms from which to choose:
3D Mammograms (Tomosynthesis)
Diagnostic Mammograms
Breast Ultrasound
Breast MRI Scans

Make an appointment today!

#smil #smilimaging #imaging #heathcare #arizona #seeingyouwell #breastcancerawareness #breastsbeforebrunch #mammogram #breakfast



smil_southwestmedicalimaging
You'll flip over this one! You don't have to be stacked to consider getting a mammogram.

We're not trying to butter you up, we just think October Breasts Before Brunch is a great time to schedule your annual screening.

#smil #smilimaging #imaging #heathcare #arizona #seeingyouwell #breastcancerawareness #breastsbeforebrunch #mammogram #brunch #pancakes #sistersnottwins

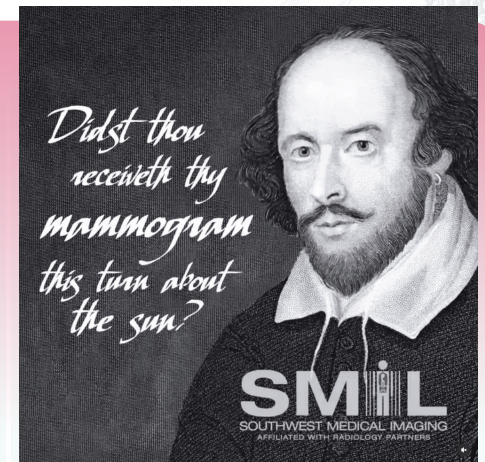


smil_southwestmedicalimaging
Seriously, bro. Whether you have peccs or patties, a breast cancer screening or mammogram may be in short order.

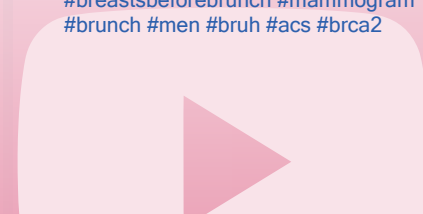
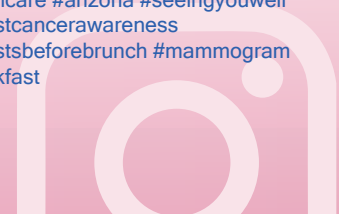
Less than 1% of all breast cancer occurs in men, but is still important to us. Risk factors for breast cancer in men include a family history of breast cancer, a mutation in the BRCA 2 gene, Klinefelter syndrome, and age.

Follow this link (see what we did there?) for more information, and then check your bros for brunch!
<https://www.cancer.org/cancer/breast-cancer-in-men/causes-risks-prevention/risk-factors.html>

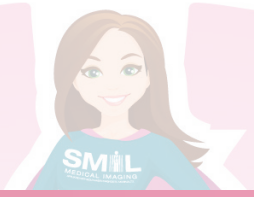
#smil #smilimaging #imaging #heathcare #arizona #seeingyouwell #breastcancerawareness #breastsbeforebrunch #mammogram #brunch #men #bruh #acs #brca2



smil_southwestmedicalimaging Didst thou receiveth thy mammogram this turn about the sun? **#talklikeshakespeareaday #mammogram #smil**



SMIL MAMMOGRAPHY



The SMIL Breast Nurse Navigator program is available to our breast imaging patients. The program is offered at SMIL's Breast Centers of Excellence, staffed with experienced nurses and breast patient experts. Each Breast Nurse Navigator is nationally certified by the National Consortium of Breast Centers. SMIL's Breast Nurse Navigators use expert listening and clear communication skills to provide exceptional care and informational guidance through a patient's journey. Navigators act as a liaison between the patient and multiple members of their healthcare team, offering a better understanding during a confusing and complex journey. Nurse Navigators facilitate communication between the patient's referring physician, breast surgeon, and radiologist in a face-to-face environment. This leads to greater patient satisfaction through education and empowerment.

703 patients utilized SMIL's Nurse Navigator program in 2022

SMIL's Nurse Navigators offer a combined **20** years of experience

241 healthcare providers in our community utilized SMIL's Nurse Navigator service in 2022

ONGOING SMIL BREAST RESEARCH:

Strive is a prospective, multicenter, observational study, sponsored by Grail, for women undergoing screening mammography (digital or tomosynthesis) to validate a blood test to detect invasive breast cancer and other cancers. We enrolled 4,738 women at four SMIL Imaging Centers within North Scottsdale, South Scottsdale, and Gilbert. We will continue to collect outcome data for at least five years on all participants.

The Tomosynthesis Mammographic Imaging Screening Trial (TMIST) is being conducted in collaboration with the ECOG-ACRIN Cancer Research Group. This study is intended to determine whether tomosynthesis should replace digital mammography for breast cancer screening. The protocol is to follow subjects for 5 years and assess for the development of any breast cancer. This study is currently enrolling in North Scottsdale.

Toray, sponsored by Toray International America (TIAM), is a study to analyze serum miRNA from women referred for breast biopsy with abnormal breast imaging classified as BI-RADS® 3, 4, and 5. Results from the blood tests will be compared to clinical data to evaluate the miRNA technology. We are enrolling patients for Toray at the North Scottsdale and Gilbert locations.

MRI SAFETY AT SMIL



MRI SAFETY WEEK 7 YEARS AND COUNTING

MRI Safety Week aims to bring awareness to MRI Safety and is celebrated on the anniversary of the tragic death of Michael Colombini, a 6-year-old child killed during a tragic MRI accident involving an oxygen tank. While many others in the industry are searching for ways to reduce the workforce in the MRI department, SMIL has taken the firm stance to focus even harder on MRI safety, education, and support; after all, 100% of accidents are preventable.



MRI ACCIDENTS ARE

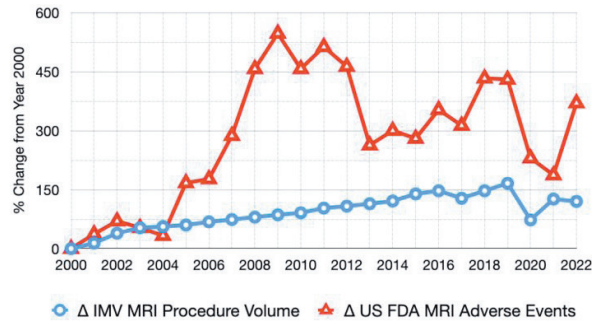
100%

PREVENTABLE

The MRI industry is undoubtedly facing strong economic and operational pressures. New tools and features coming to the market may alleviate some of these pressures. Our duty as professionals and experts in adopting new tools and capabilities is to implement them safely for our staff and, most importantly, our patients. **Until MRI Remote Scanning can be deployed thoughtfully and safely, SMIL will continue providing MRI procedures and exams with a live, on-site registered technologist.**

NATIONAL MRI ENVIRONMENT

Changes to MRI Adverse Events vs. Volume



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GilkRadiologyConsultants.com

DATA FROM MAUDE - FDA MEDICAL EQUIPMENT REPORTING SYSTEM

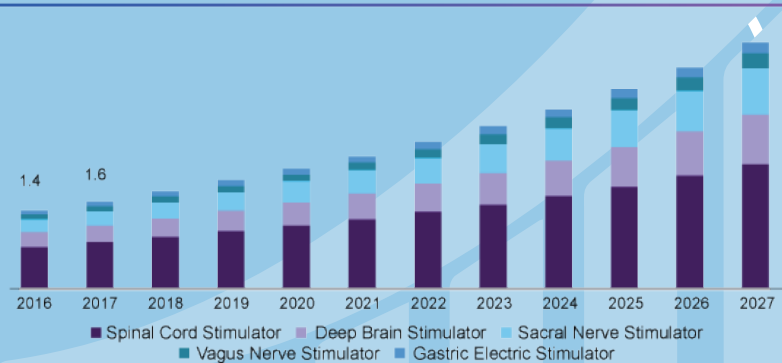
RECENT MRI SAFETY INCIDENTS

- A man in Brazil was killed by his gun in 2023 while assisting a family member in the MRI room.
- In 2021 a man in South Korea was killed by an oxygen cylinder brought into the MRI room.
- Hospital staff in Norway were hurt in 2019 when a staff member entered a mobile MRI machine wearing a weighted vest.
- In 2018 a man in India was killed when he entered an MRI room carrying an oxygen tank for his mother, who was receiving an exam.

NATIONAL FACTORS INFLUENCING MRI SAFETY

- ↑ 480% increase in MRI accidents over 10 years
- ↑ Volume and demand for MRI continue to increase as the push for alternatives to radiation-based exams increases
- ↑ Increased power and intensity of MRI machines also increase the risks for adverse events
- ↑ The number of implanted devices in patients is increasing
- ↑ Increase in remote scanning without adequate preparation to mitigate or avoid safety incidents
- ↓ Reimbursements decreasing for exams
- ↓ Fewer MRI technologists in the job market
- ↓ Only between 1% and 5% of MRI incidents are reported to the FDA

U.S. implantable neurostimulators market size, by type, 2016 - 2027 (USD Billion)



Source: www.grandviewresearch.com

MRI PREP SCHOOL

More than 80% of healthcare organizations are short-staffed, and the job title with the most unfulfilled positions in the allied health field is radiologic technologist. Radiologic technologists (x-ray techs) are the main feeder to other modalities, such as MRI. SMIL felt the pain of this shortage and took swift action. We created an in-house MRI School allowing SMIL to educate technologists properly and cultivate new leaders.

SMIL partnered with renowned MRI expert Rob Cloutier to deliver today's most comprehensive MRI training program. Together we created a 20-week post-primary MRI program for ARRT registered technologists.



In-house didactic training includes:

- MRI fundamentals
- MRI advanced principles
- Protocol development and optimization
- Best imaging practices
- Cross-sectional anatomy pathology
- MRI safety
- Professionalism and emotional intelligence
- MRI registry prep



In-house lab training includes:

- Multi-vendor training
- 1.5 and 3T training

“

“We need technologists who can positively impact patient outcomes with a human touch. MRI-Prep at SMIL was created to fulfill this vision by raising the bar for MRI education and training.”

- ROB CLOUTIER MBA, R.T (R) (MR), MRSO



PROVIDER SERVICES

SMIL has tools to help maximize efficiency for providers who order medical imaging by increasing productivity and moving towards a paperless practice.



IntelConnect PACS Referring Portal

Web-based, zero footprint image and results viewer with patient activity dashboard including real time appointment status.

Over **2,800**

users in 2022



Scriptsender Web

Secure online ordering portal with integrated ICD10 coding. Attach documents to your orders and track your referral activity.

109,460

documents processed in 2022



SMIL Direct

A safe, easy way to send your documents directly to SMIL. Securely transmits orders, clinical notes, insurance cards, and patient advocacy.

No EMR or faxing necessary!



SMIL is a proud sponsor of ASU Sun Devils Athletics and supports the ASU Devil Docs™, which provides Sun Devil student-athletes who are pursuing careers in the medical field with scholarship opportunities.



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.



RESEARCH STATISTICS

- 4.8 (out of 5) satisfaction rating in patients over the last 5 years
- 4.8 (out of 5) satisfaction rating from our research collaborators over the last 5 years
- 386 collaborative research studies within our department, worked through partnerships in the Valley and across the US
- 28 Years of successful and efficient clinical trials, as the first independent imaging center to establish a Research Institute throughout our community

CLINICAL RESEARCH EXPERTISE:

The SMIL Research Institute has a dedicated, experienced research 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

SMIL RADIOLOGISTS

Our Radiologists have trained at top institutions in the country and read within their subspecialty over 90% of the time. Subspecialty radiology services we perform include:

- Oncology & Nuclear Medicine
- Cardiothoracic & Cross Sectional Body
- Neuroradiology
- Breast Imaging
- Vascular and Interventional
- Musculoskeletal
- Pediatric
- General and Emergency

IT Support available **24x7** to radiologists.

Physicians are encouraged to take on leadership roles:
Clinical | Administrative | Research

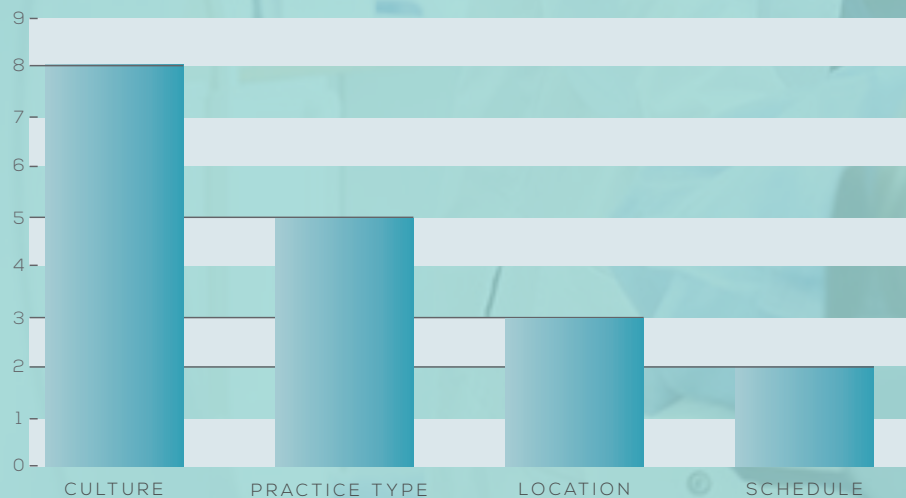
14 Elected leadership role opportunities within SMIL

14 Elected leadership role opportunities within the Honor Health Hospital system

SUPPORT TO

HONORHEALTH™ HOSPITALS

TOP REASONS RADIOLOGISTS JOIN SMIL



HONORHEALTH™ DEER VALLEY MEDICAL CENTER

HONORHEALTH™ JOHN C. LINCOLN MEDICAL CENTER HONORHEALTH™

HONORHEALTH™ SCOTTSDALE OSBORN MEDICAL CENTER

HONORHEALTH™ SHEA MEDICAL CENTER

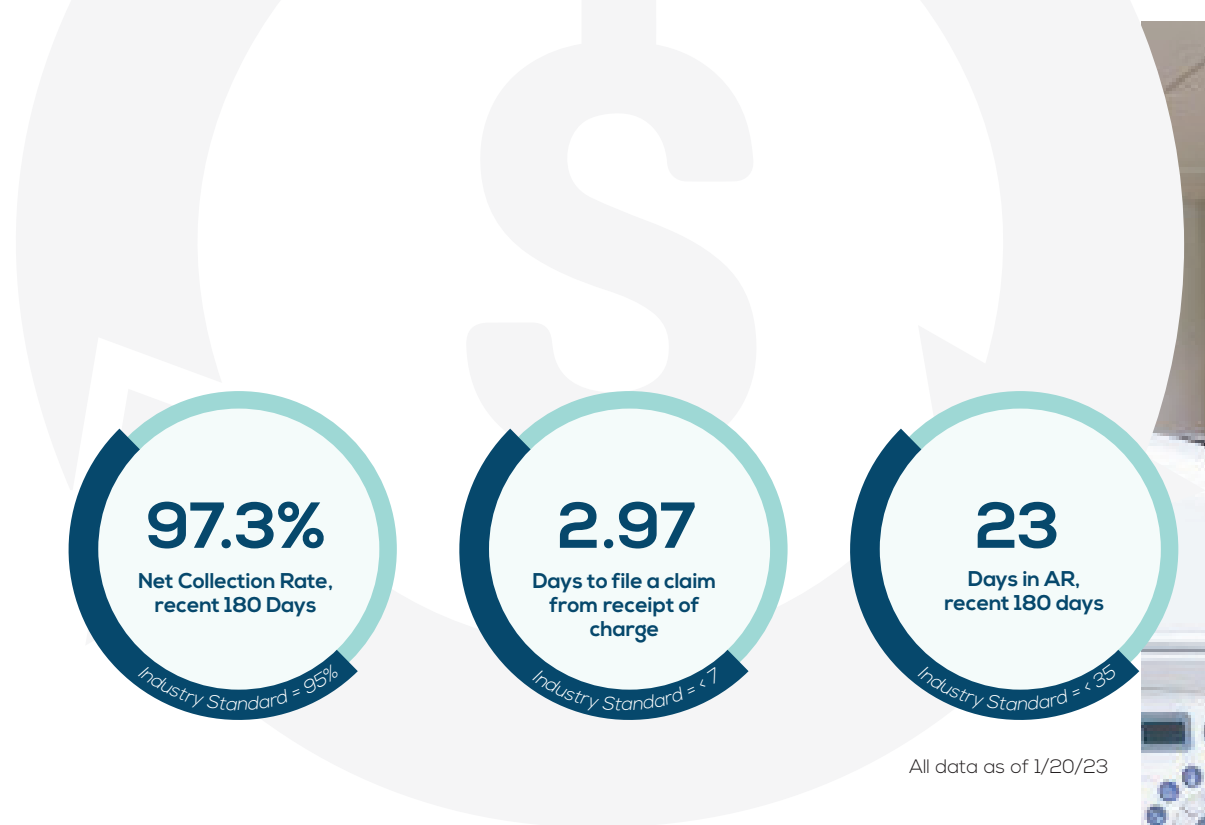
HONORHEALTH™ THOMPSON PEAK MEDICAL CENTER

HONORHEALTH™ SONORAN CROSSING MEDICAL CENTER

REVENUE CYCLE

ROYAL PAY

Navigating the world of insurance can be challenging. To help our patients gain better insight and understanding of their medical benefits, SMIL implemented new eligibility and patient estimation software. Leveraging comprehensive knowledge of our insurance contracts and the electronic benefit information provided by insurance companies, we can provide 85% of patients with confirmation of their eligibility and a detailed breakdown of their estimated financial responsibility, including whether it is deductible, a co-payment, or co-insurance.



REVENUE CYCLE

Prior authorization remains an obstacle to timely patient care. To create efficiencies in this area, the SMIL team continues to partner with eviCore, a large Radiology Benefit Management company, to automate the prior authorization process through an artificial intelligence program called IntelliPath. In 2022, the team electronically created over 14,000 requests for authorization, with 43% approved by the AI-based process and a total approval of 70%.

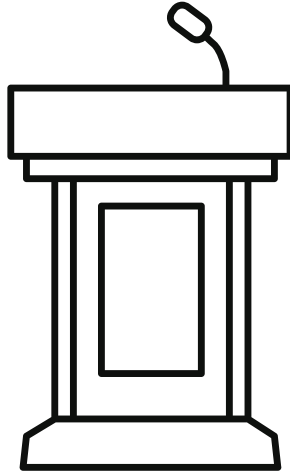
PRIOR AUTHORIZATION PROJECT DATA - 1/1/22 - 12/31/22

EXAM	TOTAL CASES	% OF TOTAL CASES	APPROVED TOTALS	% APPROVED
AI APPROVED	6172	43%	6172	
MD APPROVED	2113	15%	2113	
RN APPROVED	1879	13%	1879	
SURVEY APPROVED	59	18%		
DENIAL	4059	28%		
WITHDRAWN	243	2%		
GRAND TOTAL	14465	100%	10164	70%

TEAM DEVELOPMENT

SMIL TOASTIES PUBLIC SPEAKING CLUB

A Toastmasters *lite* club that focuses on public speaking skills. Toasties has been a SMIL engagement club for 6 years strong. The mission of Toasties is to create a safe environment to encourage and challenge each other to strengthen our public speaking and leadership skills.



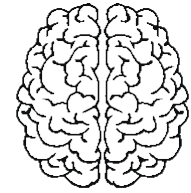
STAFF FEEDBACK

"SMIL Toasties has been a wonderful addition to my life. I have truly enjoyed the connection I have established with my various SMIL team members during our monthly events. We laugh, we grow, we develop our speaking abilities and, we have fun! I am super thankful for SMIL Toasties!" - Jen

"As a new member of Toasties I can honestly say this is one of the best decisions I ever made to join this group! I was a little hesitant at first only because my public speaking skills are not always up to par but at my first meeting I was welcomed with open arms and warm hearts! After a long, hard day of working and helping patients, sometimes the last thing you want to do is go to a meeting to make your day even longer, but every time I go I am SO thankful, grateful and happy I did." - Cat

TEAL MATTER BOOK CLUB

According to Harvard Business Review, book clubs help you become a better reader, build relationships, learn diverse perspectives, and foster conversation skills. When SMIL started our in-house book club, we hoped for similar results. We achieved this and so much more. Teal Matter Book Club has become one of our favorite engagement activities. SMIL is never too busy to learn and sharpen our leadership skills. Book club meetings are now a time to connect, build trust, and discuss something other than work.



Teal Matter
SMIL BOOK CLUB

5

BENEFITS OF AN OFFICE BOOK CLUB

- + Increase trust and transparency among teams, which strengthens bonds and contributes to a positive culture
- + LEARN! Learn from the book and learn from each other. Discussing a common topic allows you to get to know your co-workers in a unique way
- + Diverse perspectives are insightful and enlightening, these deepen the learning journey
- + Increased ownership and team spirit through insights from the books
- + Fostering an environment of personal and professional development enhances a strong cohesive culture.





THANK YOU FOR CHOOSING

SMIL

SOUTHWEST MEDICAL IMAGING

SMIL
SOUTHWEST MEDICAL IMAGING
Wear Red Day
Feb 3, 2023

SMIL
SOUTHWEST MEDICAL IMAGING
LIVINGIT

SMIL Strong **Team Ni**

SMIL
→

SMIL

SMIL