

# SERVICE VALUE



**Imaging Center  
for Women**

In partnership with  
**Radiologic Associates of Fredericksburg**





# Why does value in medical imaging matter?

To determine value, consumers consider:

Quality

Payment  
Terms

Convenience

Cost

The consumer perception of value is **important**. Positive opinions about quality and cost for services can help patients to complete the imaging studies that are recommended by their doctor. Plus, confidence about value supports prompt scheduling by reducing the need to shop around for the best deal.

When viewed in comparison with our competitors, Medical imaging of Fredericksburg (MIF) can provide the **best available value** for many of the most important exams.

## What does the research say?

Since cost is one important element of value, MIF compared prices across our region using data provided by Healthcare BlueBook, an organization committed to informing medical consumers.

Both studies concluded that MIF features significant cost savings to the patient — as much as **45%** in exams like the chest CT Scan with contrast.

# How much can patients save compared to competitors?

CT Abdomen/Pelvis  
**\$325 | 34%**

CT Chest  
with contrast  
**\$275 | 45%**

MR Brain C/S  
**\$268 | 22%**

US Abdomen  
**\$91 | 29%**

Mammography  
Screening  
**\$99 | 33%**

# Does quality suffer because of lower prices at MIF?

**Definitely not.** Value means great quality and price.

MIF and its regional locations offer fully accredited, high-tech, and high quality medical imaging with a **95%+** customer service rating.

MIF is staffed by highly trained technologists with a strong customer service commitment, and by Radiology Associates of Fredericksburg doctors, who are in the **top 100** largest Radiology practices in the nation.



Press Ganey  
Guardian of Excellence  
Award 2015



## Where are image readings completed?

The radiologists of RAF are **on-site** at MIF, which means local reading of your imaging. While other imaging centers may outsource your image readings to other locations, MIF and the radiologists at RAF are **committed** to consultative support, and available to patients and doctors.

**Value:** Local radiologists who are board certified, fellowship trained from top tier programs.

## What steps does MIF take to provide the best value?

1. **Significant** cost-savings compared to alternatives.
2. **Payment plans**, which extend affordability for many patients.
3. Work with an **extensive list** of insurance companies.
4. **Consistent** high ratings in customer satisfaction, above **95%**.
5. **Convenient** regional locations stretching from Lee's Hill on the South to North Stafford.





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