

Dr. Crosby From Raleigh Radiology: If Others Can Do It, You Can Do It, Too.

Black History Month has been observed since 1926 when the U.S. designated the second week of February to study the history and lives of African Americans. In an effort to remember and celebrate important people and events in the history and present of the African diaspora, Collaborative Imaging 's employees have been highlighting their contributions and discussing their impact on music, politics, TV & film, writers, poets, art, food, sports, medicine and even Nobel Laureates.

Collaborative Imaging would like to recognize one of their partner's most recognized radiologists, Dr. Kenneth Crosby of Raleigh Radiology in North Carolina. Dr. Crosby did his residency in Diagnostic Radiology and fellowship in Breast Imaging at UNC Chapel Hill. Known for his expertise in Breast Imaging radiology, Dr. Crosby is an avid member of the American College of Radiology and Radiological Society of North America (RSNA).

Dr. Crosby has recently published an article on Medpage Today: Recognizing Medical Contributions by Africans and Black Americans

To hear about his influences, career, challenges, and the school programs that changed his life, read more below.

Let's start from the beginning. When did you know that you wanted to become a radiologist?

Well, my story's a little bit convoluted... I grew up in a family of five, two siblings and two parents, and we did not have a lot of money at all. I really, really strived to do

well in school in order for us to not struggle. I always loved sciences and I got exposed to medicine in college through a couple of summer programs that were geared towards African American college students. One program was called the Future Doctors Program at East Carolina University in Greenville, NC. I did that during the summer of 1993, and group consisted of approximately 20 minority students. We took classes as if we were in medical school and I was around motivated kids who wanted to go to medical school. That really got me to think—Okay. I can do this. Coming from where I came from, I wasn't sure if [medical school] would be the route for me. I had thought about just earning a four degree and leaving, but my parents really pushed education as being key and I heard that all my life. Neither of them graduated from college. The following summer, I went to a program called M.E.D. (Medical Education Development) also geared towards minority students, that was at UNC Chapel Hill and that really solidified the fact that I would apply to medical school. Fortunately, I did get into UNC Chapel Hill.

But initially, I was a psychiatrist. I did my internship at New York Presbyterian Hospital and finished my psychiatry training at UNC Chapel Hill. I practiced for five years but decided the psychiatry path was not right for me. In medical school I enjoyed anatomy and radiology, so after a little soul-searching, I decided on radiology. Then in 2008, I got into UNC's Diagnostic Radiology program and did my fellowship in Breast Imaging. That was the best decision I ever made. I really, truly enjoy what I do.

That leads me to what I wanted to ask you next, what is your favorite part of your work now?

Radiology is a specialty in which you can quickly have a diagnosis, because often the diagnosis will be on the images. Which in turn gives the treating clinicians what is needed to manage the patient's condition. Unlike psychiatry, which is often a much slower, difficult process in terms of treatment

and betterment. It tends to weigh on you, as a doctor, after a while.

What were some of the challenges you faced on your journey?

I worked hard to earn good grades in order to get into medical school. I felt an even harder push to work hard because of my family's situation. My Dad really pushed me and always said "keep going". After leaving psychiatry, going back to school was tough. It was an adjustment for my wife and I, as going back to school can be. But it was the best thing I did.

What qualities do you think a radiologist needs?

You must enjoy anatomy. You have to be able to appreciate disease processes and how they manifest. An analogy I use is related to video games- if you like problem solving in that way, similarly, a radiologist looks at imaging with a problem-solving eye and strategy. For any gamers out there, radiology could be for you.

Also, we are looking at variations in shades of grey most of the time, so attention-to-detail is an important quality.

Is attention-to-detail a quality you find you have outside of the office as well?

Yes, it is something I've had, but radiology definitely builds upon that quality.

How has being a radiologist been different since the pandemic?

We were used to being busy, but everything slowed down. People were neglecting their exams because they were afraid of the virus. Now, they're starting to get more comfortable and we've adapted, found ways to stay safe.

So many political things have happened in the past year as well. What would advise young African Americans in school right now?

The advice that I've always lived by is- if others can do it, you can do it, too. Don't doubt your abilities. Push forward. Use all your resources. Reach out to people who have been there and done that. These are the things I want to pass onto others and always, always remember: If someone else can do it- you can, too.

I think it can be very scary for students to do something outside what their parents have done, because they don't have a mentor guiding them and the process of something unfamiliar seems too unknown.

I was lucky to gain mentors from the summer programs I did. Even though I wanted to be a doctor, I also didn't think it was possible given my circumstances. But I really wanted it. I wanted it a lot so I pushed forward, and so can you. You just have to put the work into it.

What does Black History Month mean to you?

I think this month is very important because our history can get lost easily. It is important to appreciate and celebrate important people and hopefully one day, everyone will realize that we're all important and we can make and have made contributions that will continue to make this world a better place.

**An Open Letter To Physicians:
Looking After Your Own Heart**

Health During the COVID Pandemic

By Lori Sedrak, D.O – Texas Radiology Associates

February is Heart Awareness month. Let's take a moment and have a serious talk. Let's talk about Valentine's Day and have a heart-to-heart talk about your heart health and how COVID-19 burnout impacts your health. Remember to love your heart before showering others with love on Valentine's Day.

Physician burnout has always been present, but the COVID-19 pandemic has exacerbated burnout among physicians and other healthcare workers.



Dr. Lori Sedrak

A recent article published in the *Annals of Internal Medicine* highlighted physician burnout in the COVID-19 pandemic world. We are entering the second year of the COVID pandemic. While there are now two approved vaccines that give us hope that an end to the pandemic is achievable, we have a long road ahead

of us.

We are reminded of the advice from Randy Pausch in *The Last Lecture* – “Put on your own oxygen mask before assisting others.” Simply put, we can’t look after others if we don’t take care of ourselves first. Physicians must be healthy – physically, mentally, and emotionally.

How Serious is the Problem

While every community is different, the challenges are similar for physicians everywhere.

- Adequate supplies of PPE
- Work schedules versus the high patient workload
- Social stigma from the community
- Frustration over lack of treatment options
- Feelings of helplessness
- Isolation from family

Surges in patient loads and the unpredictability of staffing continue to exacerbate hospital staff. As new variants emerge, we may be asking ourselves, “How much more?”

Medscape recently released their *National Physician Burnout and Suicide Report 2021*. Here’s what the report shows:

- Over 40% of physicians report burnout, specifically adversely affecting their happiness as a physician.
- Burnout is higher among female physicians – probably, in part, due to their family duties at home, especially if they have school-age children at home.
- 21% of physicians report that their burnout didn’t occur until the pandemic.
- Only 49% of physicians now feel happy compared to 69% in 2019.

Physicians should not feel guilty over the need for self-care. Self-care is neither a sign of weakness nor self-serving. Self-care is essential – self-care is the responsible and

ethical response to continue to provide the highest-quality care for our patients.

We must remember that even physicians who are not on the front lines have experienced increased stress too. Surgeries canceled and diagnostic images delayed continue to frustrate physicians caring for patients suffering from non-COVID medical emergencies.

How can we begin to take care of ourselves?

One of the first steps that physicians must take is to acknowledge that physicians must practice self-compassion. Self-compassion is the acknowledgment that we must be looking after ourselves first to care for others. We must be healthy, mentally alert, physically fit, and emotionally stable so that we can care for others.

Small behavior changes are how we start. Simple, informal, or impromptu behavior changes will make a big difference. Try these ideas, but don't feel guilty.

- Rent a movie that you've always wanted to see.
- Indulge in a nice meal – whether you or a loved one prepares it, or it's take-out.
- Spurge in an extra hour or two of sleep.
- Spend extra time in a warm shower.
- Take your children to the park.
- Take a walk, even if it's for 10 minutes outside the hospital.
- Don't forget for the power of deep breathing.

Tips for Living a Heart-Healthy Life amid a Pandemic

You may be thinking, "I don't have time to exercise or prepare a healthy meal." But, the fact is that simple changes made over a long time yield big results, especially in our heart health. These suggestions are attainable and sustainable.

- **Eat just one extra serving of fruit or vegetables every day.** Bring an apple or banana to work, or order an extra veggie at the hospital cafeteria.
- **Eat a healthy breakfast.** Start your day off with a nutritious breakfast that includes whole grains. There are plenty of choices from whole grain bread for toast, whole grain cereals, or oatmeal.
- **Eat nuts for snacks.** Eat nuts instead of chips or cookies as a snack. Walnuts and almonds are especially heart-healthy.
- **Walk outside for just 10 minutes every day.** Instead of sitting down in a corner during your break, take a brisk 10-minute walk outside. Fresh air and sunshine do wonders for your heart and your mood.
- **Do bicep curls.** Keep a 5-lb. weight in your locker or desk drawer. A few bicep curls every day will help keep your arm muscles strong.
- **Cut out sugary sodas and lattes.** Swap out hot tea, coffee, or water for those sugary drinks to help maintain lower blood sugar levels and lose a few pounds.
- **Substitute fish and poultry for red meats.** Limit red meat consumption to 18-oz. per week. Remember that red meats include beef, pork, and lamb. Eating fish like salmon that are high in Omega-3 fatty acids is a heart-healthy substitute.
- **Limit salt intake.** Help reduce the risk of high blood pressure by reducing your salt consumption. Processed meats and many restaurant and cafeteria meals are high in salt content.
- **Brush and floss your teeth regularly.** People with periodontal disease experience 2-to-3 times the risk of cardiovascular disease.
- **Have an annual physical.** It's easy to get caught up in your patients' problems and forget to have a physical exam for yourself. Keep track of your vital signs like blood pressure and cholesterol.
- **Reduce stress.** Stress reduction is easier said than done

when you're in the midst of a pandemic. Deep breathing, yoga, meditation, or simply sitting for 10 minutes with your eyes closed will help reduce stress.

February is a good month for us to remember the words of Bill Swiggart, "Physicians have 'Permission to be human!'"

About Author:

Lori Sedrak, D.O. is a Board Certified, Fellowship Trained Radiologist. Dr. Sedrak completed medical school at The University of North Texas Health Science Center and her radiology residency at The University of Texas Medical School in Houston. Dr. Sedrak also completed her fellowship in Vascular and Interventional Radiology at The University of Texas MD Anderson Center. Dr. Sedrak specializes in cardiac CT angiography and prostate MRI.

Holiday Travel Risks: How To Protect Yourself And Others While Travelling

It may have been awhile since you've seen your family, and you've been waiting until the Holidays to see them. Unfortunately, everyone else has the same idea, which makes travelling even riskier.

This holiday season poses some challenges, especially now that the number of travelers have hit pre-pandemic numbers for the first time.

Is it safe to travel this year, and put you and your loved ones at risk?

There's no one-size-fits-all answer. But, if individual travelers plan responsibly and intentionally, they can minimize their risk of getting coronavirus by a wide margin.

While a generic holiday vacation at this time wouldn't be recommended, a chance to gather with aging or long-isolated family members is certainly possible.

The leadership team at Collaborative Imaging, recommend the following:

1. If it's a trip that is important and necessary, use the proper protective measures like wearing a mask, distancing, disinfecting, and hand hygiene.
2. We also recommend only travel this holiday season if it's really necessary, particularly if you're traveling by air or any other form of public transportation.

How can you stay safe if you decide to travel?

If you are flying, the doctors recommend doubling down on CDC-recommended safeguards: always wear a mask covering your nose and mouth, wash your hands frequently and thoroughly. You may also consider a face shield to protect your eyes, but the CDC says they are not a substitute for masks.

Collaborative Imaging recommends thinking about where you are going in relation to the virus. Be sure to understand the COVID-19 levels in the area you are going to.

Be sure to also watch out for cold/flu during this peak season. During the winter, many more infections circulate, including influenza, common cold viruses, strep throat, and many other infections. Fortunately, the same steps that help

prevent COVID-19 transmission also help prevent these other infections, like social distancing, wearing masks, and washing your hands frequently. It's a great idea to get the flu vaccine for added protection.

The larger risk of flying rather than driving. If your travels put you into close contact with other people, for example at airports or on airplanes, that does increase your risk of contracting and spreading the coronavirus. If you can travel by private vehicle, this could be safer.

It's worth mentioning that Airlines have taken greatly different approaches to coronavirus safety, so if you have to fly, Collaborative Imaging recommends that you research your carrier and choose wisely. Business Insider recommends using Delta because they have taken safety precautions above and beyond most of the others.

If you are traveling long distances by car, you will likely need to make stops along the way. But you can minimize the risks involved with such stops by avoiding crowds, wearing your mask (and only stopping where others are also in masks if other people are present), and washing your hands. Collaborative Imaging recommends these measures to help prevent the continuing spread of covid-19. It's helpful to plan your gas station stops in advance. Many gas stations don't require masks so be sure to stop at safe stations.

If you have to eat on the road, Collaborative Imaging urges you do so outside whenever possible. Even safer: Bring everything you need in the car for picnic pit stops.

We advise wearing masks, even when you're just with the family you're visiting, and that COVID-19 testing and self-imposed quarantine periods can help make holiday gatherings much safer.

We underscore the importance of taking personal responsibility. To protect each other, do not travel if you're

at all sick, or if you've been exposed to someone who either knows or suspects they might have COVID. In that case, you should quarantine for 14 days. When you do visit together, avoid hugging and staying close to each other – especially avoid kissing. This might be tough for grandparents and their grandchildren, but being flexible is important this year.

The overall takeaway from all of the experts, however, is resounding: Be flexible, be responsible, be informed – and be intentional about holiday travel this year, whatever decisions you make in the end.

Have safe and happy holidays.

What You Need To Know About Radiology Post-Pandemic

By Bud Dey

As the Pfizer vaccine has already shown promise, there is hope that, eventually, the pandemic will be over. As Radiologists have been forced to focus on the immediate situation, will they be prepared for the aftermath of this public health crisis?



Bud Dey, MBA VP, Business Development

Two of the main factors affecting radiology's future status include regulatory issues and telemedicine.

Becoming an Advocate

You might have recently had to worry about the CMS cuts that would drastically affect radiology. Therefore it's in your practice's best interest to create stronger bonds with your insurers and the lawmakers who preside over the radiology industry that affect regulatory affairs. This should be done locally and nationally. Newer practices are recommended to join professional societies and make efforts to change policy about the business of radiology.

You can anticipate coming changes to the healthcare industry and make your opinions known to legislators. How can you complain about adverse effects of laws if you aren't making efforts to be involved into those decisions?

Especially with the pending E&M changes that can reduce reimbursement by an estimated eleven (11) percent, this is the greatest time for radiology practices to jump in and become true advocates for the wellbeing of their industry.

At Ci, we always participate with a select group of advocates in a Grass Roots national legislative initiative aimed to speak on behalf our radiologists. Read our latest article [here](#).

Telemedicine

Teleradiology and remote reading will continue to be important to groups in 2021. The ongoing pandemic, severe weather in parts of the country and service to remote areas with sub-specialty expertise are some of the reasons.

Telemedicine is also another area radiology practices should develop and protect. The pandemic, the protests, severe weather, and random outbreaks of COVID in the future are more reason to encourage remote appointments.

But, telemedicine includes the need for data security.

Your organization must verify that it is following current best practices to guard and protect all data, especially patient information when conducting teleradiology networking. You don't want sensitive information to wind up in the hands of enterprising computer criminals bent on identify theft and fraud. A computer security expert should be engaged for this vital task in the midst of this new era of telemedicine and brief the team on how to be safe. They can also make sure that you have more than adequate cyber-insurance in place. It's likely that your team will be using telemedicine systems more often going forward working remotely.

Collaborative Imaging has developed and deployed a proprietary, cloud-based Radiology reading workstation into large hospital based radiology practices. This represents an important safety solution in this era. The Ci solution integrates all PACS systems that a practice may be reading into a unified worklist on industry standard viewers and dictation system. There is a robust "Help" desk, and embedded

messaging capability to facilitate the communication between radiologist and referring physician as well as hospital imaging department personnel and patients. Ci provides nationwide / 24/7 sub-specialty reads and can deploy the solution quickly and effectively in a tight time frame to facilitate the solution needed today between hospital and reading radiologist.

Preparing for the Future

- Every practice should develop a strategy to plan for the 2021 issues that include on-going COVID and the potential of revenue impacts, that include reimbursement changes. You may also need to consider the use of AI to lower the burden on staffers for image interpretation. Adopting technology that helps with insurance, billing, and overhead costs is essential for practices to survive. There have been significant advances in technological innovation that make practices more efficient. All of the topics discussed are valuable for radiologists to engage in together.

So what's next...

Give Collaborative Imaging's Team a call to find out how our RCM and technology can add value to your group's 2021.

Ten Reasons Why Everyone in Healthcare Must Receive Compliance Training

Without a solid base in education and training, the modern healthcare system as we know it would simply not exist. The

importance of knowledge, experience and professionalism required to further the practice and delivery of health care and protect the public's health and safety cannot be overstated.

It is unfortunate that compliance in healthcare is not talked about much. How much thought have you and colleagues in your organization given to achieving and maintaining compliance training in healthcare?



David Silva, CHC, CPHQ
Chief Compliance Officer

To remedy the situation, here are 10 reasons why all of us in healthcare must train in compliance.

1. Reliance on assurance versus mere hope

Working blindly or lacking the details that show your team can easily demonstrate competence in compliance with healthcare industry standards means that you are counting on intangible hope. But assurance beyond mere hope that you actually ARE doing the right thing – is the key to success. This is a lesson that is especially important for brand new radiology

practices to keep in mind.

2. Minimize reputational risk

The reputation of your company, which has taken so much time and energy to develop, is at stake if you are not meeting obligations in healthcare compliance. It is easy to understand that if a client sees that you have had some regulatory difficulties, they will want to go with a competitor with less baggage and fewer problems.

From the viewpoint of potential patients, the thought process could go like this: An entity that doesn't meet objective standards in one area might be deficient in other areas of healthcare delivery too, so why should we take a risk in working with them? That is precisely how the reasoning would play out, so you need to consider how valuable your reputation is to your ongoing success, let alone growth.

3. Lower the possibility of client loss

If your organization fails to meet compliance standards, you not only run the risk of losing clients to competitors that follow healthcare industry best practices, you also can anticipate that it will be much harder to attract new clients going forward. Preserving the integrity of your institution will be harder without dedication to understanding and meeting compliance requirements. It will be that much more difficult if you are now trying to grow the business further.

4. Reduce the risk of loss of revenue

When you must shut your doors temporarily to address deficiencies in employee compliance training, there is a

definite risk of losing planned revenue. It makes much more sense to spend money now on training, including if staff needs to take some time out to work with consultants to bring their knowledge up to standards.

Otherwise, you stand to lose out on future revenue. You will also, of course need to deal with the attendant problems of making back the lost time to restore your bottom line, if overtime pay will be a prudent option, for instance.

5. Minimize the potential of government scrutiny

We should welcome normal government oversight, but no one wants to be subject to strict government scrutiny after failing to meet healthcare regulations and standards. After all, Healthcare compliance also aids healthcare organizations and providers in avoiding trouble with government authorities. An effective healthcare compliance program can identify problems and find solutions to those problems before a government agency finds the problem.

6. Cut down the burden of government-imposed fines

Whatever the size of your operating budget, chances are you cannot easily take a hit in the form of government fines. Consider the ramifications to your bottom line. For example, "Olympus Medical Systems found themselves in the spotlight for a failure to file adverse reports regarding bacterial infections and will pay a hefty \$85 million fine as a result" according to a report from Stetson Law.

This report also threw light on the issue of protecting patient privacy: "In 2017, Aetna was in the news for revealing 12,000 members' HIV status through visible envelope windows.

While the fine has not yet been released, it will likely correspond to the severity of the breach.”

By heightening awareness of potential pitfalls, Compliance training will naturally reduce such issues leading to fines.

7. Avoid the risk of government-imposed sanctions

It is an all-hands-on-deck situation when it comes to compliance. To avoid sanctions from the government, make sure everyone knows their duty. As The Health Law Firm put it, “Every individual in the healthcare organization is responsible for the success of the compliance program because failures in the compliance program can impact every member of the organization.”

The firm went on to state that “the imposition of sanctions in the millions of dollars is common, and even large organizations are affected by those sanctions.”

8. Minimize the risk of regulators imposing a requirement of punitive reporting

You do not want to get involved in a fight with regulators. Once officials have learned they must investigate a compliance failure situation that stemmed from lack of knowledge, you can assume there will be massive paperwork accompanying the reporting. Non-punitive reporting allows for better outcomes because individuals do not feel threatened when creating and submitting vital reports.

9. Avoid the risk of incurring the excess cost of independent reviewers and overhead

The last thing your accountants will want to hear is that you must allocate money in the budget to pay for unanticipated independent reviewers and the attendant overhead costs involved. You might have to choose, retain, and pay for a costly Independent Review Organization to meet your obligations. Doing so will naturally result in more expenses, including overhead.

10. Allows senior leadership to proceed with operational plans

The upper management in your organization will rest easy, knowing that they don't have to worry about non-compliance issues leading to their operations being derailed; it means senior leadership can focus on the big picture. Working toward meeting the next milestone on time rather than devoting resources to fending off regulatory monitoring means your organization will work more efficiently, productively, and profitably.

How is your organization doing in terms of compliance training? Hopefully, this list of reasons will encourage colleagues to give more thought to the importance of compliance, particularly considering how much it helps you avoid so much needless risk.

Author: David Silva, CHC, CPHQ, Chief Compliance Officer at Collaborative Imaging

Collaborative Imaging Appoints New Chief Technology Officer

As health care continues to face pressure as a result of lower reimbursements and higher patient responsibilities, practices must evolve and utilize more efficient workflow solutions that can meet the needs of the medical community, and patients. Collaborative Imaging elected to migrate to a 100% cloud-based environment to leverage the scalability and agility that cloud platforms offer. This is by no means an end, but rather the beginning of focused evolution to deliver the best in patient care in every way possible.

Douglas has worked with Collaborative Imaging since the company's inception in 2018 and brings more than 20 years of experience in developing, implementing and optimizing information technology (IT) services and management capabilities to his new position. During his previous tenure at an IT and professional services company, he deployed key biometric solutions in two Texas counties and was able to design, scale and implement effective infrastructure solutions for some of the biggest brands in technology.

"We have never been afraid to be pioneers in utilizing the newest technologies. However, the decisions of which technologies to embrace is one that has to be made by an individual who can see the bigger picture as to our need to be agile, and not wedded to any single technology. In Arun, I have found someone who shares the same values as our organization and has the ability to build solutions that are easily adaptable to a multitude of technologies and

platforms,” said Dhruv Chopra, CEO of Collaborative Imaging. “Arun shares in our philosophy of questioning the status quo and not resting in our laurels of what we have built but finding ways to consistently improve. I am very excited about our partnership with Arun and look forward to leveraging his drive to keep us on the cutting-edge of technology.”

As Chief Technology Officer, Arun Douglas will manage the hybrid cloud platforms and the technology infrastructure that Collaborative Imaging’s utilizes. He will oversee the infrastructure to ensure the security, and compliance requirements are adhered to while providing for an infrastructure that is scalable and responsive to Collaborative Imaging’s patients, physicians and health care systems needs.

“I am thrilled to move into this new role and continue my career at Collaborative Imaging,” Douglas said. “The innovative and transformative solutions Collaborative Imaging continues to develop and incorporate is why I thoroughly enjoy working at this company. Our solutions are game-changing and are sure to revolutionize the future of the many health care specialties our partners operate in.”

To learn more about Collaborative Imaging and its services, please visit www.collaborativeimaging.com. You can also find them on Facebook, Twitter and LinkedIn.

About Collaborative Imaging

Founded in 2018, and led by CEO Dhruv Chopra, Collaborative Imaging is a radiologist owned alliance devised from forward-thinking physicians in conjunction with technology, business and industry experts to address the challenges of consolidation, degradation in patient care, physician burnout and operational inefficiencies. Collaborative Imaging has upward of 400 physician members in six states and continues to grow and support groups throughout the country. Strategic

benefits include revenue cycle management oversight, radiology workflow solutions, after hour and sub-specialty coverage and administrative support such as credentialing, contract negotiations, and 24/7 IT helpdesk and support operations to radiology practices throughout the United States. Chopra's vision for Collaborative Imaging is to create a platform that allows practices to eliminate duplicity that exists between them, thereby allowing efficiencies, cost savings and best practices to be incorporated amongst its partners with the savings, and upside generated to be returned to member groups. Learn more by connecting with us at info@CollaborativeImaging.com, or visiting www.collaborativeimaging.com.

Ci Hires New Chief Compliance Officer

PLANO, TEXAS (Sep 2, 2020) – Collaborative Imaging, a radiologist-owned alliance with more than 500 radiologists, today announces the addition of David Silva to its team. Silva will join Collaborative Imaging as its new Chief Compliance Officer.

Health care compliance has never been more front and center than now. As health care entities incorporate more remote rendering of care, it is especially important to safe-guard patient health and identification information. It is imperative that a compliant and secure environment is created and maintained as the healthcare industry learns to incorporate remote scheduling and registration, especially as patients access more applications remotely.

Collaborative Imaging is no stranger to technology and innovation, but with innovation and growth comes great responsibility. Every healthcare institution has a responsibility to ensure patient information is held securely, access is monitored and breaches are immediately followed up. This is why Collaborative Imaging is excited to bring on a compliance expert like David Silva.

Silva brings more than 15 years of health care compliance experience to the Collaborative Imaging team. He has overseen compliance for large healthcare systems and auditing firms. He not only has a tremendous background in compliance but also understands the importance of compliance being applied in an intelligent and meaningful way in every aspect of the organization, especially with the innovation and release of new proprietary solutions.

The CEO of Collaborative Imaging encourages innovative solutions, making David Silva the ideal creative candidate to lead its compliance team. During his first year at one health care organization, he started a leading compliance program from scratch and set up the structure for daily compliance at more than 700 facilities. To this day, the program is still looked toward as a world-class compliance program.

“Compliance is something the CI family takes very seriously,” said Dhruv Chopra, CEO of Collaborative Imaging. “We wanted to bring a CCO who not only has a tremendous amount of health care experience in compliance, but also is able to incorporate the same in all our technology and innovations

“Our healthcare partners, physicians and patients deserve to know that their information is safe and secure. The requirements placed on us by our healthcare systems and state and federal mandates, are just minimum expectations. We look to go far beyond that while ensuring patients and physicians have an incredible user experience.”

As Chief Compliance Officer, Silva will work to amplify the foundational structure of compliance already in existence at Collaborative Imaging. He will be a key part of the leadership team and will nurture the existing compliance structure to be world class and reflective of Collaborative Imaging's positive culture and values.

"I joined Collaborative Imaging because it's known for encouraging ground-breaking and innovative solutions," said Silva. "With such positive tones from top executives, this will be a very exciting and positive new step for me in my professional life. I look forward to being part of their robust compliance program and bringing tremendous value to all our practices and partners."

To learn more about Collaborative Imaging and its services, please visit www.collaborativeimaging.com. You can also find them on Facebook and Twitter.