

Collaborative Imaging Adds New Partner to Expanding Group

Catawba Radiology joins radiologist-owned alliance's growing list of partners

(Oct 16, 2020) – Collaborative Imaging, a radiologist-owned alliance, announced today the addition of Catawba Radiology to its fast-expanding roster of radiology practice partners.

Established in 1950 and based in Hickory, North Carolina, Catawba Radiology is recognized as the top provider of diagnostic imaging and interventional radiology services in the state's Unifour (Hickory-Lenoir-Morganton) and surrounding areas. Through its 18 board-certified, sub-specialty radiologists, the practice delivers on an unwavering commitment to ensuring that patients enjoy immediate, round-the-clock access to locally provided expert imaging services.

“The practice of medicine continues to evolve and, in addition to clinical excellence, requires modern data analysis, sophisticated and expensive IT and revenue cycle management using cloud-based systems. These technologies are challenging to develop for smaller practices like Catawba Radiology. Joining forces with Collaborative provides access to these tools from a company that is owned by radiologists, while allowing us to stay independent,” said Knox Tate, MD, a member of the Catawba Radiology Executive Committee.

Catawba Radiology recently implemented its own unified PACS system. Collaborative Imaging's technology expertise will help the practice solidify its Internet, IT and cybersecurity following the deployment of this system. Such expertise will also help the maximize this new platform to achieve its goals, Tate said.

“Additionally,” Tate noted, “we want to increase our staffing flexibility, in order to cover multiple hospitals 24 hours a day. We want to collaborate with other practices for night and subspecialty coverage and to elevate patient and provider communications to state-of-the-art level. These changes can be difficult for small practices to make on their own, but through our partnership with Collaborative Imaging, are within reach. Just as important, we can maintain our independence.

Collaborative Imaging now has upward of 800 physicians in six states. Radiology practices that partner with the alliance have access to cutting-edge workflow solutions that eliminate process inefficiencies and revenue cycle oversight. Member groups can also avail themselves of business expertise that enables them to reduce operating costs, increase productivity, expand their practice footprint, and provide higher-quality patient care. Collaborative Imaging’s framework fosters collaboration among independent radiology practices, with the common goal of helping member groups succeed in all radiology practice areas while preserving the private practice model.

“It’s our pleasure to welcome Catawba Radiology into our expanding group of partners,” stated Dhruv Chopra, Collaborative Imaging’s CEO. “We look forward to working with them as they benefit from all that we have to offer.”

To learn more about Catawba Radiology and its imaging services, please visit their website here and their Facebook page.