

# Texas Radiology Associates Welcomes New Hospital Partnership

*Baylor Scott & White Medical Center – Sunnyvale  
the latest location*

*to partner with the radiology group*

PLANO, TEXAS (June 15, 2020) – [Texas Radiology Associates](#) (TRA), a leading Plano-based radiology group, announces today its new partnership with [Baylor Scott & White \(BSW\) Medical Center – Sunnyvale](#), providing on-site radiology coverage and imaging reads. This partnership will expand TRA's decade-long relationship with [BSW Health](#), as it currently serves more than six of its hospitals statewide, including locations in Plano, McKinney, Heart, Centennial, Frisco and Carrollton.

As the largest not-for-profit health care system in the state of Texas and one of the largest in the U.S, BSW Health has a strong commitment to innovation, collaboration, integrity and compassion for patients. Its comprehensive Sunnyvale medical center, which is based in Sunnyvale, Texas, has served the community since 2009 and specializes in cardiovascular care, orthopedics, neurosurgery, urology and general surgery.

“We are excited to expand our partnership with Baylor Scott & White,” said [Dr. Steven Reiman](#), a partner of TRA. “It’s great to have the quality and ability to provide for a large group like BSW, especially when we are able to personalize our service for Sunnyvale and allow the smaller hospital access to a larger radiology practice.”

TRA is a 140-radiologist subspecialized professional staffing company that works cohesively with hospitals and referring physicians to provide the highest level of radiology services for the health of the communities it serves. As Sunnyvale's new working radiology group, TRA will provide coverage as well as return and read any diagnostic graphics or imaging studies. TRA will create a footprint with BSW Health as the radiology group continues to read more than 30,000 studies per month combined between all seven facilities.

As a partner of Collaborative Imaging since 2018, TRA is able to access cutting-edge workflow solutions that eliminate process inefficiencies and revenue cycle oversight, giving TRA the capacity to work with hospital groups as large as BSW. The framework fosters collaboration among independent radiology practices with the common goal of helping member groups succeed in all areas of radiology practice while protecting the private practice model.

To learn more about Collaborative Imaging and its services, please visit [www.collaborativeimaging.com](http://www.collaborativeimaging.com). You can also find them on [Facebook](#) and [Twitter](#). To learn more about Texas Radiology Associates, visit [www.texasradiology.com](http://www.texasradiology.com). To learn more about Baylor Scott & White Health, visit [www.bswhealth.com](http://www.bswhealth.com).

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### **About Texas Radiology Associates**

Texas Radiology Associates ([TRA](#)) started as a practice with just three radiologists at Richardson Regional Medical Center in 1972 and Medical Center of Plano in 1974 and has since grown rapidly to a 140 radiologist subspecialized professional staffing company serving health centers all across North Texas.

### **About Baylor Scott & White Health**

As the largest not-for-profit healthcare system in Texas and one of the largest in the United States, Baylor Scott & White Health was born from the 2013 combination of Baylor Health Care System and Scott & White Healthcare. Today, Baylor Scott & White includes 50 hospitals, more than 800 patient care sites, 7,500 active physicians, over 49,000 employees and the Scott & White Health Plan.

### **About Collaborative Imaging**

Founded in 2018 by CEO [Dhruv Chopra](#), Collaborating Imaging is a radiologist owned alliance devised from forward-thinking physicians in conjunction with business experts to address the challenges of consolidation, degradation in patient care, physician burnout and operational inefficiencies. CI presently has upward of 370 physician members in 6 States and continues to grow and support groups throughout the country. Their strategic benefits include revenue cycle oversight, radiology workflow solutions, fulfillment of capital requirements, 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 shared with member groups. Learn more at [www.collaborativeimaging.com](http://www.collaborativeimaging.com).