

## Company Profile

### **Our Company**

Franklin & Seidelmann Subspecialty Radiology is a leading, national subspecialty teleradiology provider serving imaging centers, physician groups and hospitals. F&S provides clinically specific, detailed, directive, decisive reports that enable clients to improve referring physician satisfaction, increase referrals and revenue and optimize staffing costs. F&S reports meet the needs of orthopedists, neurosurgeons, neurologists, cardiologists, spine surgeons, chiropractors, rheumatologists, and podiatrists among others that make up the 17,000 physicians we serve who rely on strong academic and subspecialty expertise. The F&S network of more than 30 subspecialty radiologists, who combined are licensed in 50 states, includes: board certified, fellowship trained musculoskeletal, body, and cardiovascular specialists, and neuroradiologists with CAQ's. F&S radiologists have advanced training in MRI, MDCT and PET/CT. F&S utilizes a sophisticated teleradiology platform to distribute images and reports quickly and securely between clients and radiologists. Founded in 2001 by two pioneer subspecialty teleradiologists, F&S is located in Cleveland, OH, with more than 140 clients and 90 employees. Visit [www.franklin-seidelmann.com](http://www.franklin-seidelmann.com) to view report samples, radiologists' bios or for more information or call 216-255-5700 or toll free at 866-4FS-RADS.

### **Our Radiologists**

Our growing network of more than 30 radiologists is integral to what differentiates F&S in the industry, and it is also what positions us to serve the emerging need for subspecialty radiology interpretations. For example:

- Our radiologists include musculoskeletal, neuroradiology, body and cardiac specialists who are board certified by the American Board of Radiology;
- Neuroradiologists with Certification of Added Qualifications (CAQ's) and Fulfillment of MOC ("maintenance of certification") requirements;
- Fellowship trained and/or have extensive work experience;
- Combined, they are licensed in all 50 states;
- Memberships Include:
  - American Roentgen Ray Society;
  - Society for Magnetic Resonance Imaging;
  - American, European and International Skeletal Societies;
  - Radiological Society of North America;
  - American College of Radiology;
  - American Society of Neuroradiologists; (Senior membership)
  - American Society of Head and Neck Radiologists;
  - American Society of Spine Radiologists;
  - American Society of Pediatric Neuroradiologists;

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- Advanced Training in 3.0T/1.5T MRI, MDCT and PET/CT;
- All live in the U.S.;
- Many are nationally and internationally recognized experts and educators in their subspecialty area. Collectively, they have produced more than 6,000 papers and lectures;
- F&S maintains a high level of quality and consistency across reports through the utilization of a proprietary lexicon, a rigorous quality control process, and ongoing educational programs;
- Prior to joining F&S radiologists must have significant experience in their dedicated subspecialty area with a minimum of 10,000 cases, and must undergo interpretation testing to ensure expertise meets the standards of the F&S team.

For additional information about our subspecialists, detailed biographies are available at:

<http://www.franklin-seidemann.com/about/physicians.htm>

### **Our Products and Services**

The F&S product is an accurate, decisive, directive, definitive and detailed clinically specific subspecialty final radiology report. Routine reports are delivered within 24 working hours and we have availability of immediate turnaround on STAT cases as well as “wet reads”. Reports are distributed to clients via fax or the Web. We interpret the following types of subspecialty cases:

- Musculoskeletal
  - Shoulders
  - Elbow
  - Hand/wrist
  - Hip
  - Knee
  - Foot/ankle
  - Soft Tissue
- Neuroradiology
  - Brain
  - Head/neck
  - Spine
- Cardiac Imaging
- Nuclear Imaging
- Body Imaging
- Pediatric Imaging
- Second Opinions

### **F&S Services**

- Proactive radiologist consultation
- Client Help Desk
- Credentialing and licensing support
- IT support
- RT support (Protocol development/training)
- Modality selection consultation
- Exam ordering appropriateness education and consultation (for physicians)
- Medical Director/Advisor
- Marketing, referral building and physician education

### **F&S Systems/Compliance**

- Utilization of secure, scalable, redundant teleradiology platform
- Co-located, off-site Data Center manages network/Internet infrastructure

- Protection of patient information, images and reports
- HIPAA Supportive
- Compliance with ACR/NEMA Teleradiology Standards
- Supports DICOM Standards

## **Our Clients**

F&S has more than 140 clients in 30 states representing more than 17,000 referring physicians. F&S supports physicians who treat several NFL, NHL, NBA, WNBA, and MLB teams. F&S radiologists provide the specialized clinical interpretation needs of orthopedists, neurosurgeons, neurologists, spine surgeons, rheumatologists, and podiatrists, among others. In our commitment to meeting the high standards of our valued customers, F&S continuously strives to provide quality reports and enhanced services unmatched in the industry. In meeting that goal, we provide various opportunities to proactively communicate with clients via customer service representatives, focus groups, newsletters, educational Webinars and one-on-one discussions.

## **Our Differentiation**

Our focus is on the delivery of highly specialized interpretations to any client in any location. With the advancement of teleradiology systems and bandwidth capabilities, it is easier to distribute information, images and reports efficiently across geographically dispersed locations. The subspecialty expertise of our doctors who deliver highly accurate and detailed interpretations is what sets F&S apart from other teleradiology providers or radiology groups. Looking to the future, we believe F&S is uniquely positioned to be the subspecialty leader because of the following key differentiating factors:

**Report Quality** – F&S reports are accurate, decisive, directive, definitive and detailed and are characterized by having a narrow and deep focus of clinical specialty, modality, anatomy and pathology. This type of report is what today’s demanding specialized physicians are expecting, and we are able to produce this level of quality report due to the expertise of our radiologists.

**Subspecialty Radiology Experts** – A network made up entirely of dedicated, experienced, and many academic subspecialty radiologists “speak the language” of clinicians, are highly accessible for consultations and prefer a collaborative team approach to medicine. We are able to attract and retain the most experienced subspecialists because we offer a unique environment that fosters collaboration and teamwork between radiologists and referrers and allow experts to interpret cases only in their chosen area of subspecialty. We enable radiologists to live wherever they want, and provide caseload flexibility that fits their work and lifestyle.

**Standards** – F&S maintains a high level of quality and consistency across interpretations by hiring only experienced, dedicated subspecialists and through training and education programs including an “All-Star Lecture Series” with guest speakers, a rigorous quality control process, and second reads for radiologists new to the team. F&S radiologists utilize a proprietary Lexicon that provides a guideline for systematically and consistently interpreting images in a standard language and process that follows the clinical evaluation and typical cascading of pathology required in image interpretation. Team utilization of the Lexicon ensures detailed, descriptive, definitive, and directive reports with the appropriate clinical differential diagnostic considerations. This tool eliminates the regional or individual differences in radiologists’

descriptions and definitions due to variations in prior training in addition to increasing their productivity, speeding report turnaround and ensuring report consistency across the network.

**High Study Volume** – F&S aggregates a high volume of annual subspecialty cases from clients around the country, which enables each radiologist to interpret an average of 10,000 to 15,000 studies annually in their area of specialization to maintain and build upon their level of expertise. Comparatively, the typical radiology environment will process approximately 5,000 or less annual subspecialty (i.e., MSK, neuroradiology) cases in total, which are then divided by all radiologists on staff, who also have to read a variety of studies which can dilute their focus on their subspecialty area.

**Proven Infrastructure** – F&S has a proven teleradiology platform and operational infrastructure that automates the complex process of distributing and routing information, large image files and reports between clients and radiologists located all over the country. Our platform ensures the highest level of security, scalability, reliability and compliance support. We send the work to the experts, therefore, eliminating the staffing challenges most imaging facilities experience in finding subspecialists to work at their on-site location.

**Consultative Support Services** – In true support of F&S considering itself our clients' partner, a team of client service representatives, technologists, IT, credentialing/licensing, marketing, operations and billing staff frequently provide value added consultative services to F&S clients. The services often take the form of advanced modality protocol development, modality selection, site policy and procedure development, VPN connectivity and integration deployment and referral building/marketing awareness programs.

## **Our Future**

Market conditions affecting radiology such as advanced modalities requiring specialization of the radiologist's knowledge base, referring physicians need for detailed, clinically specific interpretations, and the radiologist shortage have been working in parallel to increase the demand for subspecialty teleradiology. F&S embarked on a multi-million dollar infrastructure expansion plan in November 2005 to enable the deployment of a new co-located data center, radiology workflow systems, support call system, expanded headquarters space and radiologist recruitment efforts. F&S continually evaluates and enhances its people, process and technology resources to improve client service, report turnaround and manage growth.

## **Our History**

Located in Cleveland, OH, Franklin & Seidelmann Subspecialty Radiology was founded in 2001 when two pioneer subspecialty teleradiologists, Dr. Peter Franklin, musculoskeletal MRI specialist, and Dr. Frank Seidelmann, musculoskeletal MRI specialist and neuroradiologist, merged their practices. Dr. Franklin established himself as one of the country's leaders in teleradiology, having provided the service since its infancy in 1994, and Dr. Seidelmann has been practicing virtual subspecialty radiology since 1997.

Visit [www.franklin-seidelmann.com](http://www.franklin-seidelmann.com) for more information or to view sample reports and radiologists' biographies or call 216-255-5700 or toll free at 866-4FSRADS.

**Corporate Headquarters**

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