

National Imaging Associates Launches Imaging Demonstration Project for Centers for Medicare & Medicaid Services

Study examines appropriateness of advanced imaging utilization to reduce cost and unnecessary exposure to radiation

AVON, Conn.--(BUSINESS WIRE)-- Over-utilization of advanced diagnostic imaging tools can expose patients to potentially harmful amounts of radiation and drive up the cost of health care. To study this issue, National Imaging Associates (NIA), a subsidiary of Magellan Health Services (NASDAQ: MGLN), has begun a two-year demonstration study to assess the appropriate utilization of advanced imaging for Medicare Fee for Service beneficiaries. The demonstration project is being conducted on behalf of the Centers for Medicare & Medicaid Services (CMS), which selected NIA and four additional conveners for this study [earlier this year](#). The research will examine the impact of physician decision support tools on mitigating the inappropriate use of advanced imaging services in three modalities: magnetic resonance imaging (MRI), computed tomography (CT) and nuclear medicine.

"As the only radiology benefits manager selected for this project, we are honored to be working with CMS and the other prestigious conveners in this program to promote safer, more appropriate use of advanced imaging services," said Tina Blasi, CEO of NIA. "With our emphasis on clinical research, innovation and quality, NIA has a long history of developing and implementing support tools for both physicians and patients to help them make the most informed choices possible in the pursuit of safe, high quality health care."

"Americans are being exposed to nearly six times more radiation from medical devices than they were 30 years ago. As clinical leaders in this field, NIA is committed to ensuring safety for our patients and cost efficiency for the health care system," said Michael Pentecost, MD, NIA's associate chief medical officer. "We look forward to working with CMS to examine the effectiveness of decision support as one component of managing the complexities of advanced imaging services."

The study began in early October. NIA is working with multiple physician organizations totaling nearly 650 physicians, including Associated Cardiologists-Pinnacle Health Cardiovascular Institute; Bergen Cardiology Associates/Division of Hackensack University Medical Center Cardiovascular Partners; Buffalo Heart Group; East Aurora Family Practice; HealthTexas Provider Network; Northtowns Medical Group; and Orchard Park Family Practice.

The demonstration project, authorized by section 135(b) of the Medicare Improvements for Patients and Providers Act of 2008, will be completed over two years. The support systems in the study provide immediate feedback to help physicians determine whether a test is suitable and necessary for the patient based on appropriateness guidelines established by the medical community. The study applies only to patients enrolled in the Medicare Fee for Service program and will not impact any of the Medicare lives that NIA currently manages.

"The advanced imaging technology available today affords health care providers unprecedented opportunities to provide the highest quality of care but demands that these tools are used in a safe and effective manner," said Karen S. Rohan, president of Magellan Health Services. "We are committed to working with CMS and other public agencies on policy initiatives such as this that support our mission of reducing unnecessary testing and improving patient safety."

Along with NIA, other conveners are Brigham & Women's Hospital, Henry Ford Health System, Maine Medical Center - Physician Hospital Organization and the University of Wisconsin Medical Foundation. For additional information on the project, please visit <http://www.cms.gov/DemoProjectsEvalRpts/MD/itemdetail.asp?itemID=CMS1222075>.

About Magellan Health Services: Headquartered in Avon, Conn., Magellan Health Services Inc. is a leading specialty health care management organization with expertise in managing behavioral health, radiology and specialty pharmaceuticals, as well as public sector pharmacy benefits programs. Magellan delivers innovative solutions to improve quality outcomes and optimize the cost of care for those we serve. Magellan's customers include health plans, employers and government agencies, serving approximately 31.3 million members in our behavioral health business, 18.9 million members in our radiology benefits management segment, and five million members in our medical pharmacy management product. In addition, the specialty pharmaceutical segment serves 41 health plans and several pharmaceutical manufacturers and state Medicaid programs. The Company's Medicaid Administration segment serves 25 states and the District of Columbia. For more information, visit www.MagellanHealth.com.

Magellan Health Services Inc.
Christopher Pearsall, 860-507-1923
CMPearsall@MagellanHealth.com

Source: Magellan Health Services Inc.

News Provided by Acquire Media

<https://magellanhealth.mediaroom.com/2011-10-13-National-Imaging-Associates-Launches-Imaging-Demonstration-Project-for-Centers-for-Medicare-Medicaid-Services>