

NIA Launches Advanced Imaging Clinical Decision Support Application for Emergency Department Physicians

Uses clinically accepted protocols to offer objective, educational guidance

AVON, Conn.--(BUSINESS WIRE)-- NIA, a subsidiary of Magellan Health Services (NASDAQ: MGLN), today announced a new clinical decision support application designed to provide emergency department physicians with objective, educational guidance related to advanced imaging. NIA, an expert in radiology benefits management since 1995, offers the Emergency Department Clinical Decision Support tool (ED CDS) at the same time that nationwide statistics are showing the use of advanced imaging in the emergency department has more than doubled in recent years.

"This is an important issue that impacts hospitals, health plans and consumers alike," said Tina Blasi, chief executive officer of NIA. "Of course there are many cases where these tests are necessary and valuable, but we've found that many times, imaging tests are being overutilized simply because the technology is there. Not only does this inflate costs for payors, but increased radiation exposure can adversely impact patients over their lifetime. This tool leverages evidence-based protocols to offer emergency departments objective, educational guidance in real time."

The medical community has become increasingly focused on the judicious use of ionizing radiation, but physicians do not always have the necessary tools to determine when imaging studies are necessary. The American College of Emergency Physicians (ACEP) recently developed five Choosing Wisely® recommendations, the first of which advises avoidance of CT scans of the head in low risk emergency department patients with minor head injuries.

Recent research from the Washington University School of Medicine in St. Louis indicates that emergency physicians in the area believe that the overutilization of CT scans is of concern, and would be interested in decision support tools to help them determine if imaging is necessary.

The study's author, Dr. Richard Griffey, associate chief of emergency medicine at Washington University School of Medicine/Barnes-Jewish Hospital said, "Emergency departments account for roughly half of all hospital admissions and 25 percent of all CT scans in the country. Our study found that emergency physicians are attuned to the issue of overutilization of CT scans and are interested in having computerized support that helps optimize imaging decision making, provides alternative imaging strategies, and helps emergency physicians explain the risks, as well as benefits, of imaging to their patients."

With NIA's ED CDS tool, physicians can enter information online in response to a short series of questions and receive immediate feedback on the clinical appropriateness of imaging, based on nationally recognized, evidence-based standards. The tool presents alternatives when available, and generates an appropriateness score that measures imaging activity against best practices and other metrics. Robust reporting features monitor physician practice-patterns and measure facility performance to verify adherence to clinical protocols.

"Managing overutilization and rising costs in the emergency department is complex, and a traditional prior authorization approach is not feasible," said Michael Pentecost, M.D., NIA's chief medical officer. "But given the serious implications of unnecessary radiation exposure, NIA's ED CDS is an extremely valuable tool that can expeditiously support ED physicians in making the most informed diagnostic decisions."

In addition to the ED CDS, NIA also offers other ED imaging management strategies including customized analytics, provider benchmarking and consultative services. NIA's flexible ED imaging solutions are designed to provide the most effective methods for influencing ED provider practice patterns based on analytics and strategic engagement with targeted ED business leaders to improve the delivery of imaging care in the ED setting.

About Magellan Health Services: Headquartered in Avon, Conn., [Magellan Health Services Inc.](http://www.MagellanHealth.com) is a leading specialty health care management organization with expertise in managing behavioral health, radiology, and pharmacy benefits programs, as well as integrated health care programs for special populations. Magellan delivers innovative solutions to improve quality outcomes and optimize the cost of care for those we serve. As of September 30, 2013, Magellan's customers include health plans, employers and government agencies, serving approximately 33.9 million members in our behavioral health business, 17.5 million members in our radiology benefits management segment, and approximately 9.2 million members in our medical pharmacy management product. In addition, the pharmacy solutions segment served 39 health plans and employers, 25 states and the District of Columbia, and several pharmaceutical manufacturers. For more information, visit www.MagellanHealth.com.

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