

NIA Magellan Launches Animated Website to Assist Parents in Preparing Their Children for CT Scans, MRI Scans, X-Rays

AVON, Conn.--(BUSINESS WIRE)-- NIA Magellan, a subsidiary of Magellan Health Services, Inc. (NASDAQ: MGLN), recently launched "RadZone Kids," an easy-to-use community resource to assist parents and caregivers in preparing their children for various diagnostic imaging tests, including CT scans, MRI scans and X-rays.

The website - www.RadZoneKids.com - was designed from a child's perspective, with animated characters, bright colors, easy-to-understand descriptions and an emphasis on learning through simulation and interaction. Children can choose a character and an "adventure" - a CT scan, MRI scan or an X-ray - to better understand and visualize what will happen during the actual test. Descriptions of the tests are available in language suitable for children, and there is a parent/caregiver learning section with information about the procedure, as well as questions to ask the child's physician in advance of the test.

"This resource is available to parents and caregivers, but designed with a child in mind," said Michael Pentecost, M.D., chief medical officer of NIA Magellan. "Across the medical profession, doctors seek to minimize radiation exposure in their patients. If we can help create a better test experience for a child, who may be scared and anxious about things they don't understand, we can hopefully cut down on the number of repeat tests needed."

According to a study published in December 2013 in Pediatrics, the journal of the American Academy of Pediatrics, of the 214,538 imaging exams performed on 63,116 children between 2001 and 2009, the likelihood of having such an exam grew substantially, including a 34 percent increase in CT scans and an 84 percent increase in MRI scans.

"When used appropriately, these tests can help diagnose and treat patients in a way other methods cannot," said Pentecost. "Ensuring that children know what to expect, and parents and caregivers know what questions to ask, are critical parts of this process, and can help lead to potentially better test quality."

The RadZone Kids website - www.RadZoneKids.com - can be accessed on desktop computers, as well as laptops and tablets.

NIA Magellan also has a [radiation calculator tool](#) to help consumers track radiation exposure from diagnostic imaging, and make informed decisions that limit unnecessary exposure. The tool is also available for download as an [Apple app](#) and as an [Android app](#), and can also be downloaded as an app on Facebook. Since its launch, the website calculator has received more than 20,000 hits, and the Apple and Android app tools have been downloaded more than 12,000 times in over 120 countries.

About Magellan Health Services: Headquartered in Avon, Conn., [Magellan Health Services, Inc.](#) is a healthcare management company that focuses on fast-growing, complex and high-cost areas of healthcare, with an emphasis on special population management. Magellan delivers innovative solutions to improve quality outcomes and optimize the cost of care for those we serve. Magellan's customers include health plans, managed care organizations, insurance companies, employers, labor unions, various military and government agencies, third party administrators, and brokers. For more information, visit MagellanHealth.com.

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