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MDNEWS

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The Future of
HEALTH CARE
...is here!





THE NEW MAN AT

In the world of diagnostic imaging, all eyes are fixed on the future. And in this era of healthcare reform and budget constraints, the long-term future of the industry is proving to be challenging for all healthcare providers and systems.

Shields Health Care Group, a Massachusetts-based family business founded in 1972 by Tom Shields Sr. and his wife Mary, has been a steady leader in the industry for more than 20 years offering MRI, CT, PET/CT, radiation therapy and Virtual Radware services. Since its foundation, the family business has expanded to 21 MRI centers, six PET/CT locations and three radiation therapy centers throughout Massachusetts and is the largest and one of the most successful independent MRI providers in the country.

As the changing healthcare environment continues to affect the medical industry, the family company is adjusting while remaining focused on what has brought them success over the years – highest quality patient care and the technology to advance it.

Tom Shields, Jr.
PRESIDENT, SHIELDS HEALTH CARE GROUP

THE HELM OF REGION'S LEADER IN DIAGNOSTIC IMAGING

This includes a historical change in executive leadership.

In July 2010, Tom Shields Jr., 44, took on the role of President of Shields Health Care Group, completing a leadership change that was part of Shields long-term business plan.

Given the current economic climate, Tom Jr. will focus on the fundamentals; reinforcing the Shields brand, and taking a watchful approach to new technology and markets.

"The impact of healthcare reform on consumers is just beginning to fuel the changes we'll continue to experience. Cost and price transparency are becoming increasingly important and as a result, high-*value* health care will be the demand. Shields is uniquely positioned in the market. We provide high-quality imaging and cancer treatment, at a cost-effective price." said Shields. "In this environment, when everyone is scrutinizing costs, we are looking at our most valuable assets – outstanding technology, a highly regarded clinical staff and our service – and asking ourselves how we can continue to build on this."

Having a keen sense of awareness for important technological advancements over the years, Shields has invested time and energy into launching several IT innovations. Among them is the creation of 'Virtual Radware', a technology designed to

assist both doctors and patients with the storage and management of electronic medical records (EMR). Virtual Radware enhances the physician's ability to provide high-quality care, quickly and efficiently, keeping both the patient and physician better informed.

Another direction where Shields sees continued opportunity is through its evolving partnerships. Shields Health Care Group has 17 joint-venture partnerships with some of the top healthcare organizations in the country, including Baystate Medical Center, UMass Memorial Hospital, Lahey Clinic, Southcoast Health Care and Winchester Hospital.

"The future of healthcare is about finding the right balance between quality and efficiency and managing these in the best interests of the patient. Shields focus on radiation oncology has allowed us to provide patients with access to clinical expertise of an unprecedented quality while being an efficient and nimble organization." said Tom Jr. "Our partners expect high-quality service for their patients and that's exactly what Shields provides. Together, we've created a solution that will meet the needs of both consumers and health care practices, today and in the future."

Expansion of existing partnerships

is also in the company's future. "We know what is important to our patients and our doctors – the highest levels of quality and service." Shields explained. "Every Shields center is ACR certified; we have an unwavering commitment to staying at the forefront of technology; we provide the latest, state-of-the-art equipment and employ the top clinical specialists; and actively participate in clinical trials and research."

Shields continued, "Our experience and service-driven technology has created efficient management of a high-quality process that is competitively priced. Hospitals and healthcare organizations realize the full value of what Shields offers and because of that, our relationships continue to expand into additional services."

Currently, Shields Health Care Group is in conversation with hospitals and healthcare systems seeking a high-quality provider with the experience to grow in difficult markets. Shields is working with these different organizations to develop new and expanded partnerships.

For more information on Shields Health Care Group visit www.shields.com