

## New Website

Affiliates in Imaging is pleased to announce the unveiling of its new website. Physicians and patients visiting [www.a-imaging.net](http://www.a-imaging.net) are greeted with a fresh look and completely redesigned site offering a much improved experience overall. The website was designed with the navigation and informational needs of physicians, administrators and patients in mind.



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**Affiliates welcomes new practice administrator**

**New 1.5T, 16-channel MRI being installed at Sonora Regional Medical Center**

## Also in this issue

**Our website has a fresh, new look!**

**Spotlight on Linda Gordon, M.D., another valued member of the Affiliates team.**

## More to come from Affiliates in Imaging:



As we close out 2013 and look ahead to 2014, we're excited about the many positive changes, new services and dedication we've been able to bring to our hospital partners, referring physicians and patients. We look forward to changing perceptions and continuing the improvements that reflect the dedication of our radiology team and supporting staff.

Additional breast imaging enhancements and upgrades to our PACS system are just two of the exciting developments on the horizon. Through all of these changes and improvements, Affiliates remains committed to providing the highest quality imaging services to the region, including CT, MRI, PET-CT, nuclear medicine, plain radiographs, fluoroscopy, mammography, ultrasound and numerous interventional procedures.

Affiliates in Imaging provides remote reads, 24-hour coverage, and subspecialty expertise, ensuring that referring physicians get all the coverage they need from a single trusted source. ▲

**For access to any of our radiologists, please contact us directly at 209-536-3452.**

Main 925-274-4950 | Fax 925-274-4975 | [www.a-imaging.net](http://www.a-imaging.net)

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Alex Aruliah

## New Practice Administrator Joins Affiliates Team

Affiliates in Imaging is pleased to announce the hiring of Alex Aruliah as practice administrator. Aruliah brings more than 10 years of managerial, analyst and administrative experience to Affiliates in Imaging, and his extensive background in medical billing and organizational systems will add a powerful skill set to our group.

Since 2004, Aruliah has managed, organized and evaluated multi-million dollar accounts. Prior to joining Affiliates in Imaging, Aruliah was the director of operations at DMI Services LLC in Lafayette, Calif., where he was responsible for domestic and offshore billing operations for Affiliates in Imaging. Previously, he was a trainer and consultant for the Nittany Institute of BPO Management in Chennai, India, where he prepared course material on demographics entry, charge entry, transmission, cash posting and accounts receivable. Prior to that, Aruliah held several positions of increasing responsibility at Nittany, including claims analyst, analyst supervisor and project manager, where he managed more than 50 employees, ensuring the quality and efficiency of projects.

Aruliah earned his master's in business administration from the University of Madras, India. He is recognized as a certified medical billing specialist by the Professional Healthcare Institute of America. In 2007, Aruliah was honored as a BULLET PROOF Manager® by Crestcom International Ltd. in Colorado. Please welcome Alex to our team. ▲



## MRI Upgrade Update

In our Summer 2013 newsletter, we brought you news about exciting equipment upgrades underway at Sonora Regional Medical Center (SRMC), enhancing Affiliates in Imaging medical group's radiology capabilities. Our radiologists are now in final preparations to initiate breast MRI and MRI-guided breast biopsies on SRMC's new Signa 1.5T 16-channel MRI. In addition to full-scale orthopedic and vascular imaging study capabilities, the Signa MRI's dedicated bilateral breast coil enables simultaneous bilateral imaging for diagnostic purposes in a single patient visit.

Construction is also wrapping up on the space housing SRMC's new 32-slice CT with upgrade capability to 128 slice. Subsequent testing, quality control and protocol review will be conducted in advance of final device accreditation to bring the equipment into service.

Through our valued partnership with SRMC, Affiliates provides around-the-clock, high-quality reads, including outpatient CT and MRI, with quick turnaround and radiologists available for consultation. ▲



## New Website *continued*

Patients experience a friendly welcome with easy access to Affiliates' services, locations served and background information on our physician team. Patients can also read the latest news and browse patient testimonials about positive experiences interacting with our radiologists. Physicians and administrators can quickly access the information most important to them, including a complete listing of services broken down by exam type and the location at which they are performed. Physicians will also soon have access to a series of patient case studies highlighting Affiliates in Imaging radiology expertise. ▲

Physicians, administrators and patients visiting the site are presented with the benefits of working with Affiliates in Imaging radiologists through messages that convey:

- Customer service and professionalism
- Appointment flexibility
- Fast results reporting
- The use of state-of-the-art equipment for diagnostic and interventional exams
- High quality images
- New, expanded breast imaging services
- An overall commitment to diagnostic imaging and interventional radiology excellence

We look forward to continuing to improve and update the Affiliates website to provide the most relevant, informative content possible in an easy-to-use environment.

## Physician Spotlight: Linda Gordon, M.D.

Linda M. Gordon, M.D., has been a valued member of the Affiliates in Imaging radiology team since 2005.

Dr. Gordon graduated from the University of California Berkeley and received her medical degree from the University of Southern California Keck School of Medicine. She completed an internship in internal medicine, residency in diagnostic radiology, and fellowship in body imaging at the Los Angeles County - USC Medical Center in Los Angeles, California.

Dr. Gordon previously served as Chairman of the Radiology Department at the Desert Regional Medical Center in Palm Springs, California, and as Radiation Safety Officer and Medical Director of

Imaging at the Hi-Desert Medical Center in Joshua Tree, California.

Dr. Gordon currently serves as Chief of Diagnostic Radiology and Director of Imaging of the Carol Ann Read Breast Center at the Alta Bates Summit Medical Center in Oakland, California. She also has hospital privileges at San Ramon Regional Medical Center, St. Luke's Hospital, St. Rose Hospital, Doctors Medical Center and Sonora Regional Medical Center.

She holds a medical license in California and is board certified by the American Board of Radiology. Dr. Gordon's research on breast cancer has been published in several peer reviewed journals. ▲



Linda Gordon, M.D.