



## **18 IMPORTANT QUESTIONS REGARDING MOBILE ULTRASOUND**

Whether you are one of our hundreds of existing clients or a medical practice thinking about joining our team, we want you to be able to make fully informed business decisions.

From time to time you may have questions regarding the services offered by SonoNet. Given the nature of our highly skilled and regulated industry, this summary may help you decide which company is the most qualified to be your mobile ultrasound vendor. Here are two important facts to consider.

**FACT:** We have always directed our efforts first and foremost to be physician and patient centered, supported with ample medical expertise from our owners, reading physicians, sonographers, and administrators. We are not "profit driven". Our revenue supports expanding our mission - saving lives. We are not in business to simply "generate revenue".

Just as important, here are some helpful questions to ask any mobile ultrasound vendor.

### **Q1. Are you accredited by ICAEL, ICAVL, or other regulating body?**

**SonoNet Answer:** SonoNet is dually accredited. Medicare will require accreditation by 2012 and commercial payors, such as UHC, are following suit. Once accreditation is enforced, ultrasound providers will have to comply or be denied reimbursement. Being accredited now shows our commitment to the field and our unparalleled level of expertise.

### **Q2. How long have you been in business?**

**SonoNet Answer:** SonoNet is beginning its ninth year.

### **Q3. Do you have a historical database of our patient scans that can be used for longitudinal comparative studies?**

**SonoNet Answer:** Yes. We keep studies in a 7 terabyte database that can be accessed for studies dating back 3-4 years. This capability is currently being expanded to give you unprecedented patient history.

### **Q4. Can you provide at least 5 client references?**

**SonoNet Answer:** SonoNet has over 120 clients in four states and is happy to provide references.

### **Q5. How many years of medical experience do you personally have?**

**SonoNet Answer:** SonoNet's administration has 35 years of medical experience and our clinical staff has a combined 115 years of medical training in cardiac and vascular care.

### **Q6. Who are your interpreting physicians? How long have you worked with them?**

**SonoNet Answer:** SonoNet physicians have relationships going back 25 years and we work with some of the leaders in ultrasound technology, including a world renowned expert in both adult and pediatric echo who has headed all of the Mayo Clinic's ultrasound labs since their inception; a vascular expert who is the head of the cardiovascular imaging department at the world's best Children's Hospital of Philadelphia at UPenn; one of the most renowned leaders in adult and pediatric CT angiography and MR angiography; and the head of a large cardiology group who trained with a past president of the society of echocardiography and one of the pioneers in the fields of echo and vascular ultrasound.

### **Q7. Do you employ a Medical Director and Supervising Physicians as required by Medicare and Commercial insurers?**

**SonoNet Answer:** Yes. We employ both. This ensures the sonographers and their equipment are operating at peak quality.

### **Q8. How many sonographers do you employ?**

**SonoNet Answer:** SonoNet has a dozen who can interchangeably service clients should one sonographer get sick, go on vacation, or have an emergency. There is no downtime for your practice.

**Q9. Are your sonographers Masters Degree trained?**

**SonoNet Answer:** SonoNet has the largest number of sonographers in the United States that are Masters educated. This level of skill plus our screening methods allow for the best quality images which could uncover disease others miss.

**Q10. Are your sonographers certified in diagnostic (RDMS), cardiac (RDCS), and vascular (RVT) ultrasound?**

**SonoNet Answer:** Most of SonoNet's sonographers are triple certified or eligible, and our goal is to have all triple certified by mid-2010. There are not any common cardiovascular tests they can't perform, from peripheral to coronary stress tests.

**Q11. What type of ultrasound equipment do you utilize?**

**SonoNet Answer:** SonoNet utilizes Siemens Acuson Digital Cypress V20 machines. These machines can perform studies on even the most technically difficult of patients.

**Q12. Do you have backup ultrasound machines and other equipment should a machine fail?**

**SonoNet Answer:** Yes. We have multiple backup units.

**Q13. Can we schedule our patients seamlessly through a web portal?**

**SonoNet Answer:** SonoNet has a proven scheduling program via its website.

**Q14. Are you willing to sign a contract that requires a 48 hour report turnaround time?**

**SonoNet Answer:** Yes, plus we allow for "stat" reads as well.

**Q15. Are your readers consistently available to consult with our physicians?**

**SonoNet Answer:** Yes.

**Q16. Do you carry at least \$1 million of professional liability (malpractice) insurance?**

**SonoNet Answer:** Yes. Ask to see a certificate.

**Q17. Will you come to my practice to discuss issues the same day of a request?**

**SonoNet Answer:** SonoNet's sales force, administrative team, physicians, and sonographers are extremely responsive to your needs and can be at your door within hours of a request. We have the training and experience in medicine, ultrasound technology, and business, with extensive legal resources, to bring your practice a complete set of services that are unparalleled in the industry.

**Q18. Are lease programs (where we lease the tech and equipment for the day) legal?**

**SonoNet Answer:** Yes. But beware of lease programs that seem too good to be true. There are fraud and abuse regulations, anti-markup rules, and professional component billing rules that affect your practice regarding lease arrangements. While leasing the sonographer and equipment on a daily basis can be a viable alternative, and SonoNet has a legally approved program, many vendors don't understand all the rules and do not have legal opinions on the matter. We do.

**In Summary:** We know that when you view the "whole picture", you will recognize that our services are far superior to what any of our competitors can offer. We offer your practice a solid, time-tested foundation with decades of clinical expertise to serve your patients well. Clearly, in this highly regulated industry, where civil monetary penalties abound, your practice needs a highly qualified and knowledgeable service provider, such as SonoNet, to help guide your practice safely through the clinical, administrative, and regulatory aspects of our industry.

We welcome questions and will help with product comparisons. Please don't hesitate to call us toll free at (866) 390-4934.

Regards,

Michael S. Mancina, M.D.  
Founder