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Diversified Radiology and CHA Forge Co-Marketing Partnership

Feb. 16, 2017 – LAKEWOOD, CO – Diversified Radiology of Colorado, P.C. (DRC) and the Colorado Hospital Association (CHA) Shared Services are proud to announce their newly formed joint marketing arrangement, which is designed to highlight the clinical excellence that is available to all of Colorado’s hospitals and their patients. DRC will deliver to CHA hospital members the most comprehensive subspecialized afterhours radiology care available. With a dedicated afterhours team of specialists in Body Imaging, Neuroradiology and Pediatric Radiology, partner hospitals will receive the same subspecialty reads at 3:00 a.m. as they have come to expect at 3:00 p.m.

“With an ever-increasing focus on quality outcomes, our hospital members are under pressure to ensure that their patients receive the best care, all the time,” said Michael Scott, vice president, CHA Shared Services. “Diversified Radiology’s focus on quality, coupled with its well-established teleradiology infrastructure, delivers tremendous value and peace of mind. Whether urban or rural, and at all hours of the day, we believe that our members will realize great benefit in a partnership with Diversified.”

As a private practice with Colorado roots dating back to the 1920s, DRC is a fixture in the Denver medical community. With 55 radiologists, Diversified has subspecialized expertise in all areas of diagnostic and interventional radiology. The practice places an importance on being involved in the medical community and collaborating with partners to improve efficiencies, enhance protocols and elevate patient safety.

Kip McMillan, DRC’s CEO said, “Working with CHA in this partnership is a great opportunity for us to showcase our one-of-a-kind practice model to their numerous member hospitals. We are excited to be a part of this great community of leaders and believe that we can provide added value to them.”

DRC works with all hospital types – large and small, urban and rural – via its robust network infrastructure and expert support staff to deliver the highest quality interpretations with actionable reports. The practice collaboratively works alongside local radiologists as an augmentation of their practices, rather than a substitute for them. Learn more about DRC at www.divrad.com.

About the Colorado Hospital Association

The Colorado Hospital Association (CHA) is the leading voice of the state's hospital and health system community. Representing more than 100 member hospitals and health systems throughout the state, CHA serves as a trusted, credible and reliable resource on health issues, hospital data and trends for its members, media, policymakers and the general public. Through CHA, Colorado's hospitals and health systems work together in their shared commitment to improve health and health care in Colorado. Learn more at www.cha.com.

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