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Houston doctor launches auction for radiology
Telerays lets you bid it out, save a bundle

HOUSTON (NOV. 10, 2008)—Dr. Daniel Roubein knew there had to be a better way...for radiologists, for hospitals and for imaging centers. His answer is Telerays (patent pending), an online marketplace that has been called the eBay of radiology.

Telerays is a web-based auction approach to teleradiology services (The electronic transmission of radiological images for interpretation purposes) where facilities that need radiology interpretation services put these projects up for bid to be awarded to the lowest bidder.

Telerays founder and president Daniel R. Roubein, M.D., has significant experience in all aspects of the radiology industry, beginning his career as an academic neuroradiologist and clinical instructor, working as chairman of a community hospital radiology department, and founding Radiology Reading Centers of America. He says he has leveled the playing field with Telerays, cutting costs one bid at a time.

Dr. Roubein's first step was to credential radiologists nationwide and he has had great response. Four weeks after the launch, more than 100 radiologists have registered with Telerays. "We are also registering hospitals and imaging centers and expect some auction activity this year. We will ramp up full scale auctioning during the first quarter of 2009," said Roubein.

Dr. Bill Glenn, a radiologist in Manhattan Beach, CA, was an early supporter of the auction-driven system. “For radiologists, Telerays gives a larger portion of the interpretation fee back to the doctor. Most services take up to 50%; Telerays takes 15%. I also have more control over choosing cases, my schedule and my fees,” said Dr. Glenn.

A flow chart on the website www.telerays.com illustrates the process. Suppose an imaging center in Chicago requests interpretation of 200 MRI studies. A radiologist group in Des Moines with the lowest bid, wins the contract, downloads each case, interprets, then uploads final reports. Only radiologists with applicable state licenses, pre-approved by the hospitals or imaging centers and fully credentialed with Telerays can bid on the contracts.

In radiology, the quality of interpretations is key and Dr. Roubein says Telerays will provide the highest quality, most accurate radiology interpretation services available. Its processes are HIPAA (Health Insurance Portability and Accountability Act) compliant and password protected.

Expanding on his experience as chairman of a 400-bed hospital radiology department, Dr. Roubein has implemented the 10-member Telerays Advisory Panel on Quality Improvement. It is composed of private-practice radiologists and full-time academics.

“Our Advisory Panel will use currently accepted radiology standards to continuously improve the quality of care offered by radiologists working with Telerays. The best parameters which govern the practice of medicine apply. We are committed to the care of the patient,” said Dr. Roubein. ##

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