

## *Measurable Results.*<sup>®</sup> – **Madison Radiologists**

SVA's knowledge of the healthcare industry has been helpful in our strategic direction. As new business opportunities have arisen, we've been able to rely on their expertise to help analyze those and eventually as we fold those new practice sites into our business, have helped us make that transition.

Hi, I'm Dr. Sally McKinnon and I'm a partner in Madison Radiologists. Madison Radiologists was formed 50 years ago this year by a handful of radiologists who worked primarily out of St. Mary's Hospital in Madison, Wisconsin and since that time, we've grown quite significantly. We are now a group of 34 radiologists and we cover 12 hospitals and 32 clinics, mostly within central Wisconsin and southwestern Wisconsin. We recently decided to undertake a large infrastructure IT project which would allow us to better serve our community hospitals, many of which are located in very rural areas. We've decided that we needed to purchase equipment to allow us to bring subspecialty expertise to these sites.

SVA helped us in that they did a large financial analysis for us from initially the purchase cost and options for that, down to the financing of the project and ultimately capital depreciation and other factors which would impact the success of the project over many years. And SVA has helped us with many facets of our practice from physician compensation, to employee payroll, to just general business accounting. We also have used their services for our complex retirement plan, for our employees as well as physicians. We've also used their services individually. It's nice to have a place we can go and have expertise of people who know how to estate plan, who can help us with taxation and financial planning in general. Madison Radiologists has been very fortunate to have a partner in SVA. They've been able to get us the answers we need when we need them. And it allows us to take our focus off the micromanagement of our business and focus on what we truly love to do, which is provide high quality expert care to our patients.

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