

**News Release**

***For Immediate Release:***

**Advanced Diagnostic Imaging Receives RBMA Business Excellence Program Award**

***Longtime local specialists recognized for commitment to radiology and business excellence***

Waterloo, Iowa (June 21, 2019) – Advanced Diagnostic Imaging (ADI), an area leader in imaging services, has received the seal of Business Excellence by the Radiology Business Management Association (RBMA). This award is given to RBMA members who have made a special commitment to excellence in business, the values of RBMA, and to advancing the business of radiology.

“It’s a tremendous honor and we are very proud to receive it,” says Operations Manager Del Donaldson. “Throughout our history, ADI has been committed to providing patients with convenient, quality, affordable imaging services right here in the Cedar Valley. This award recognizes that dedication and our success in offering people that choice.”

RBMA, an over 2,000-member industry association, supports radiology providers in areas such as diagnostic imaging, interventional radiology, and radiation oncology. It also provides continuing information, education, and resources to radiology professionals and serves as an industry advocate. Through its seal of RBMA Business Excellence award, the organization recognizes members like ADI who display a commitment to the highest standards of business. Because of these criteria, the award differentiates recipients and reinforces the performance-based standards of their businesses.

Throughout its history in the area, which began in 2005, ADI has offered comprehensive imaging services such as PET/CT, MRI, Nuclear Medicine, CT and X-Ray. Utilizing multiple MRI machines, including a state-of-the-art 3 Tesla MRI scanner, which are accredited by the American College of Radiology, these exams feature highly accurate, quality images. In addition to these technological advantages, ADI bills as an office place of service, which helps patients and their insurance companies save money.

When patients need diagnostic imaging services, they have the option to select their provider, notes Donaldson. Saving money on imaging is possible, and the patient can make the choice. A customer focus is one of the many reasons why ADI was awarded the Business Excellence seal.

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