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Radiologic Technologist Jonathan Hood prepares for an X-ray.

Dominion Imaging Delivers High-Quality, Lower-Cost Local Services

Dominion Imaging opened in 2020 with the promise of providing high-quality medical imaging at lower costs than prevailing rates in the Richmond area. Since then, practice leaders report, the center has delivered on that promise in many ways for patients and their referring healthcare providers.

The outpatient center provides X-ray and ultrasound services at 6600 West Broad St., near the I-64/West Broad/Glenside Drive interchange in a building that is also home to other medical specialists.

Cases seen by Dominion Imaging range from patients who need to be evaluated for bone fractures, to those with abdominal pain that could signal a small bowel obstruction, to others with symptoms that may indicate gallstones, cancer, arterial disease, blood clots or other medical conditions, noted Dr. Narinder Sethi, medical director.

Emphasis on Value

Richmond has an abundance of outpatient imaging options, but data collected by Dominion Radiology Associates (DRA) before Dominion Imaging's opening showed some residents were travelling outside the area for more affordable medical imaging, said Christopher Snyder, chief operating officer. Practice leaders realized a key reason for the higher costs was the fact that most local imaging centers are hospital-based.

They opened Dominion Imaging as a free-standing, independent outpatient center to help contain expenses while maintaining high standards of care.

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VIVA Offers Advanced Treatments For Leg Pain and Vein Conditions

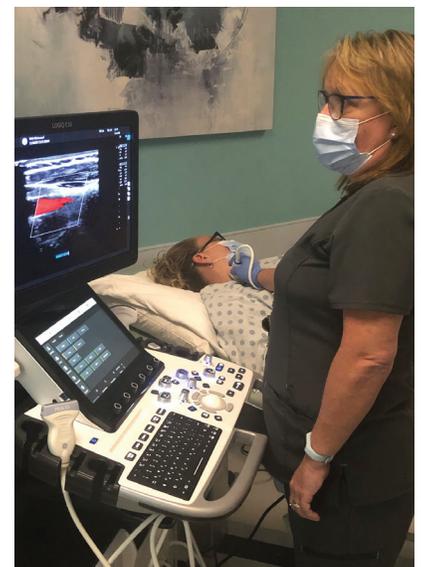
Group Is Building Reputation as Provider of Choice

"Leg pain is not normal," said Dr. R. Donald Doherty, Jr., medical director of Virginia Interventional & Vascular Associates (VIVA) in Richmond.

People tend to ignore leg pain, but they shouldn't, he explained. Many patients with leg pain have a condition called chronic venous insufficiency, in which blood pools in the leg and results in chronic swelling, pressure, leg ulcers, varicose veins and discoloration. That's where Dr. Doherty and his team come in.

He and his fellow Interventional Radiologists at VIVA Richmond use medical imaging technology to diagnose the cause of the pain and guide minimally invasive treatments exactly where they are needed.

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Registered Vascular Technologist Mary Haydon performs an ultrasound.

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Vein Relief

Varicose veins are the most common venous condition seen at VIVA, so the practitioners are highly skilled in treating this ailment. Their most popular varicose vein procedure is radio frequency ablation. Treatments last less than an hour and have an up to 98 percent success rate. They provide immediate relief from varicose veins and leave minimal to no scarring. Best of all, patients can return to normal activity sooner than with other treatments.

The physicians at VIVA Richmond also treat blood clots, peripheral artery disease, venous insufficiency and reflux, and deep vein thrombosis. Likewise, they treat rarer conditions including superficial venous thrombosis, May-Thurner Syndrome and Nutcracker Syndrome, which is caused by compression of the renal veins.

The practice has a vascular ultrasound lab on site to help its physicians pinpoint the diagnosis and recommend the best treatment options, added Nurse Practitioner Jennifer Dawson, VIVA's director. They are also in the same office suite with their colleagues at Dominion Imaging if X-rays or other diagnostic imaging is needed.

VIVA Value

In addition to focusing on vein conditions, VIVA Richmond, which opened in 2020 at 6600 West Broad St., offers outpatient services to diagnose and treat diseases affecting nearly every major organ system. Dr. Doherty and

the practice's other Fellowship-Trained, Board-Certified, Interventional Radiologists specialize in performing minimally invasive, same-day procedures. Dr. John J. McLaughlin, Dr. Samer Hijaz, Dr. Gustavo Elias and Nurse Practitioner Allison Beasley round out the medical team.

Outpatient procedures are often lower cost than hospital-based procedures. Dr. Doherty said in a hospital setting, it can often cost twice as much to treat the same ailments. And with the COVID-19 pandemic still raging, outpatient health clinics like VIVA Richmond become an even more valuable component of medical care in the region.

"There is a desire to stay out of the hospital whenever possible," he noted.

VIVA Richmond is also keeping up with the newest procedures while maintaining the highest quality of care. The practice has achieved accreditation through The Accreditation Association for Ambulatory Health Care for its ongoing efforts to ensure quality care, satisfaction, safety, and value.

Dr. Doherty said simple accreditation isn't the goal for the practice, however. The goal is to exceed the industry standard and go above and beyond to treat patients.

"We want to grow our reputation in Richmond as a provider of choice based on our availability, full-service care and advanced techniques," Dr. Doherty said.

That level of service extends to referring clinicians, with whom he and his team are happy to quickly answer calls and return secure electronic communications so patients can receive faster, better care. ■



Receptionist Jacki Bundy helps a patient.

PHOTO BY LINDSEY MURPHY O'BRIEN
DOMINION RADIOLOGY ASSOCIATES

VIVA Richmond Services

- Vein Conditions & Treatments
- Arterial Conditions and Treatments
- Dialysis Access Services
- Women's Health Services
- Interventional Pain Management
- Interventional Oncology
- Vascular Lab
- Vertebroplasty & Kyphoplasty for Compression Fractures
- Thoracentesis Treatment
- Paracentesis Treatment

Along with top-notch treatments for venous diseases, Dr. Doherty said treatments are available through VIVA Richmond for back pain management. Often in women, whose bones become soft as they age, a spinal curvature starts to form, resulting in compression. Using a needle and balloon, his team gets height back into the spine and inserts cement "like an internal cast."

Reproductive health can also be addressed through Interventional Radiology. Fibroid ablation for women only requires seven to ten days of rest versus the full month of downtime following a hysterectomy. Enlarged prostates can also be treated with ablation.

Cancer treatments are another important service available through VIVA Richmond. In fact, tumors can be identified and treated by the same medical team. For example: Interventional Radiologists can treat a tumor with ablation using a needle rather than cutting it out or deliver concentrated chemotherapy through an artery.



PHOTO BY JENNIFER DAWSON/VIRGINIA
INTERVENTIONAL & VASCULAR ASSOCIATES

Physician Concierge for Referring Providers

Referring medical providers in the Richmond area who would like to consult with one of our Diagnostic Radiologists or Interventional Radiologists can contact our physician concierge at 855-723-5463.

“Dominion Imaging’s rates for ultrasound and X-ray services are 37%–64% lower than hospital rates, on average,” Snyder estimated, based on data from the 2020 Medicare fee schedule and Healthcare Bluebook.

Quality and Convenience

Dominion Imaging is owned by DRA, a private practice of Board-Certified, Fellowship-Trained physicians with expertise in almost every radiology subspecialty. Many of its radiologists also have deep ties to the Richmond area. In fact, the group has a history of working with local physicians including those at Virginia Women’s Center, which has an office in the same building. At least two radiologists are always on-site at Dominion Imaging, a total of 15 work there regularly, and on-site radiologists tap into the knowledge of their off-site colleagues for specific patient cases. This

collaboration enhances patient care. It is also critical for referring providers, assuring them of fast access to test results and the ready availability of radiologists for consultations, either by phone or through electronic communications, Dr. Sethi said.

Other measures of quality and convenience cited by Dominion Imaging’s leaders include:

- High patient satisfaction scores and relatively low wait times, both of which are tracked regularly.
- Trained staff and advanced technology.
- Insurance pre-authorization, interest-free payment plans and a single, combined patient bill.
- The availability of walk-in openings each day in addition to regular appointments.
- An easily accessible location with ample parking.

- A recently renovated facility.

“Few patients want to be at a doctor’s office so we try to make their experience the best it can be under the circumstances, and as easy and seamless as possible,” Dr. Sethi explained.

Also, DRA’s Interventional Radiologists with Virginia Interventional & Vascular Associates (VIVA) are located in the same office suite as Dominion Imaging, a convenience for patients who may need follow-up services there. For example, a patient who recently came in for an ultrasound was diagnosed with arterial disease and was able to quickly access VIVA’s services to address the issue, Dr. Sethi recalled.

Dominion Imaging plans to build on its success this year by expanding the medical imaging services offered, Snyder added. ■

Radiologist Spotlight: R. Donald Doherty, Jr., MD

What do uterine fibroids, varicose veins, compression fractures, and liver tumors have in common?

You might not think much. However, these are all examples of the drastically differing medical problems that fall under the umbrella of Interventional Radiology for treatment. Interventional Radiology, which is constantly evolving due to new advancements in methods and technologies, is what initially drew Dr. R. Donald Doherty, Jr. to the field and what has kept him engaged for over 17 years.

As an Interventional Radiologist with Dominion Radiology Associates and as medical director of Virginia Interventional & Vascular Associates (VIVA) in Richmond, he is “always figuring something out. There is always a mystery. Through pictures we can figure out the disease process, and then we can treat it.”

Growing up in a military family with a father who was an oral surgeon in the Army, he traveled extensively, but ultimately finished high school in Northern Virginia. He stayed in Virginia, graduating from The College of William and Mary in 1997. As a chemistry major, he knew he liked solving problems and experimenting and decided to continue this pursuit of problem-solving through medicine.

While attending Virginia Commonwealth University School of Medicine and rotating through the different departments as part of his training, he kept being drawn back to the field of radiology. Incorporating the use of computers for guided ultrasound and advancements in imaging kept the field challenging and interesting. After



graduation, Dr. Doherty remained in Richmond at Virginia Commonwealth University to complete a surgical internship and radiology residency.

During those years in Richmond, Dr. Doherty married his wife, whom he met in college, and they had their son. They moved to Charlottesville for Dr. Doherty to complete a fellowship specializing in Angiography and Interventional Radiology at the University of Virginia School of Medicine. After training in Richmond and Charlottesville, the Dohertys knew they wanted to stay in Virginia, so Dr. Doherty put down solid roots here, and has practiced in Virginia for 17 years.

As the medical director of VIVA, there is no typical day. Interventional Radiologists are minimally invasive surgeons as well as diagnosticians. Though he is mainly clinic-based, he also does work within the hospital. On any given day he can be found either conducting

surgery or diagnosing conditions through medical imaging, across many different medical specialties. “It keeps us on our toes,” he said about the daily work of Interventional Radiologists. “We could see varicose veins, uterine fibroids, and we can aid in cancer diagnosis and perform cancer treatments all in the same day.”

In his free time, Dr. Doherty enjoys traveling and perfecting his grilling and smoking techniques on his Big Green Egg. His daughter, 16, is interested in the medical field and his son, 19, is taking a gap year before starting college. This has led to Dr. Doherty picking up a new hobby during the pandemic, which he is sharing with his son – fly fishing. He never knew the complexities and skill required to fly fish.

From the weight of the line to the fly selected, fly fishing involves tweaking techniques, reading the situation, and problem-solving, all in hopes of catching the oftentimes craftier fish.

After taking up fly fishing, Dr. Doherty was not surprised to find that there are many Interventional Radiologists who are also fly fishermen, finding that the same problem-solving skills apply to both pursuits. ■

Dr. Doherty has earned triple board certification. He is board certified by the American Board of Radiology in both Diagnostic and Interventional Radiology. After extensive coursework and exams, he also received board certification in aesthetic medicine through the American Academy of Aesthetic Medicine in 2019.



Ed Swager, Chief Executive Officer

Dominion Radiology Associates provides high-quality, high-value medical imaging services to residents of Virginia and Northeastern North Carolina. The physician-owned practice serves patients at Dominion Imaging and Virginia Interventional & Vascular Associates in Richmond, VA.

DRA publishes *Imaging Advances – Richmond* periodically for referring physicians and the greater medical community. For more information, please contact Tammy Gressly, Director of Administrative Operations, at tgressly@dominionrad.com.

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Richmond, VA 23230

Radiologist Spotlight: Narinder Sethi, MD

After his first rotation in medical school, Dr. Narinder Sethi was, in his words, “hooked on radiology.”

“It felt a lot like detective work—figuring out what was going on with the patient clinically, matching it with the imaging, and determining a diagnosis. I also enjoyed working with all aspects of the body and interacting with multiple clinicians,” said Dr. Sethi, who today is a Board-Certified, Fellowship-Trained Diagnostic Radiologist with Dominion Radiology Associates (DRA). He is medical director of the practice’s Dominion Imaging outpatient center in Richmond.

A native of Northern Virginia, Dr. Sethi was drawn early on to the sciences, attending the prestigious Thomas Jefferson High School for Science and Technology in Fairfax County. The son of an engineer, he is the second physician in the family. His older brother is an orthopedic surgeon in Bethesda, Md.

After finishing his undergraduate work at the University of Virginia, Dr. Sethi went on to receive his medical degree from Virginia Commonwealth University School of Medicine. He then completed his radiology residency and fellowship at VCU School of Medicine.

Dr. Sethi has been in practice and working with his DRA colleagues since 2009.

“What I like best is the camaraderie,” he said. “Everyone’s willing to take time to help their colleagues. Whatever your career path, it’s important to find a group you really gel with.”

Today, he is responsible for supervising clinical services for DRA’s Dominion Imaging center and is one of the radiologists evaluating X-ray and ultrasound studies for patients seen there.

Dr. Sethi is also helping guide DRA during a time of evolution in radiology by taking on key leadership roles, as a member of the practice’s board of directors and operations committee. Additionally, he is part

of the team helping other physician groups in the Richmond area access and store medical images using DRA’s picture archiving and communication system (PACS) solution, which complies with Health Insurance Portability and Accountability Act (HIPAA) requirements.

He is a member of the Richmond Academy of Medicine.

Dr. Sethi recently celebrated his 13-year wedding anniversary with his wife, Dr. Ami Sethi, a neuroradiologist who works from their Richmond home through teleradiology for a company she cofounded. The two met in medical school. They have three children: a 12-year-old daughter, Aanika; an 11-year-old son, Aaruv; and a second daughter, 9-year-old Ekta. Dr. Sethi enjoys the family’s pet dog, named Mango, and all types of sports, including playing tennis and watching football.

In his spare time, he and his family take bike trips along the Virginia Capital Trail and explore other trails the region has to offer. They are also looking forward to resuming their travel plans, having put a trip to Greece on hold until later this year. ■

