



WHEN COST MATTERS



LRA 5K & THE RUMBA ON THE LUMBER



EMPLOYEE SPOTLIGHT  
DONNE SELPH

# inside VIEW

THE OFFICIAL NEWSLETTER OF  
LUMBERTON RADIOLOGICAL ASSOCIATES, P.A.  
(910)738-8222    www.lraxray.com

## An open letter from the LRA radiologists

We are proud to have served the medical imaging needs of this area for 40 years. We are aware that more and more of the people that we serve are without insurance, or have insurance plans with high deductible (out-of-pocket) expenses. At LRA, we don't think the cost of medical imaging should prevent you from getting a test that you need. With that in mind, we are doing something unprecedented in the medical imaging field. We are listing our prices.

That's right. You can actually know, in advance, what your test will cost, so that you may compare and save. We are confident that you will find that we are much less expensive than other providers. And keep in mind that our published prices don't include additional discounts for prompt payment.

LRA has remained the most popular provider of outpatient imaging services in Robeson County for four decades by providing excellent service to you, and to your health care provider. LRA is an independent facility; we don't own any medical clinics that refer patients to us. Therefore, when your doctor orders an imaging test, you may have to ask, or even insist, on having your test done at LRA. You have the legal right to choose where your test is done.

LRA doesn't just save you money, we also respect your time. Having your test done at LRA will take less of your valuable time, so you can get on with your busy day. Convenient parking and friendly and efficient staff result in most patients spending 40 minutes or less for a visit to our office.

Keeping our prices low and the quality of our services high is the best way that we can serve you, especially during these tough economic times. We appreciate your business, and hope to be serving you for another 40 years. For a list of our prices please visit our website at [www.lraxray.com](http://www.lraxray.com) or please feel free to call our office at (910) 738-8222.

Sincerely,

The Radiologists and Staff of Lumberton Radiological Associates



*Prices of medical imaging weighing on your mind? LRA is working hard to make that one less thing you need to worry about.*

# EMPLOYEE SPOTLIGHT

Donna Selph

The radiologists at LRA have a lot on their plates day after day as it relates to providing the best care for the people of Robeson County. So it helps that there's someone in the office who makes sure they stay on track. That's where Donna Selph comes in.

For the last 22 years Donna has proudly served as the Administrative Secretary for the radiologists. In her role, which has changed in size and scope since 1989, Donna works closely with the doctors on things like scheduling and some personal needs. She also handles the necessary credentials for not only the radiologists but LRA's commercial insurance, but also Medicaid and Medicare. Donna also oversees all of the "office functions" such as our Family Picnic, Employee Appreciation Dinner and our special recognition events for our Radiologic Technologists and Administrative Assistants.

Donna and her husband John, married 31 years this past March, are originally from Florida, but after spending the last 26 years in North Carolina (22 of them in Lumberton) she doesn't hesitate to say that one of her favorite things about working at LRA are the people she works with. "I consider my co-workers my family and Lumberton my home."

When not at LRA, Donna enjoys spending time with her son Gregory, a Captain in the U.S. Army, his wife Michelle and her 2 ½ year old grandson Jackson. And they are all anxiously awaiting the arrival of grandchild number two, early this summer. Donna and John also enjoy getting away and going camping as well as staying active with their church, Hyde Park Baptist.

*-Thanks Donna, for all that you do for LRA!*



Walk by her office and this is how you see Donna... hard at work through the mirror on her wall.



Donna going over the work schedule with LRA Radiologist Dr. Mack McClain.

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**fyi...** Congratulations to the LRA employees who were recently honored at the Employee Appreciation Dinner for their years of service.



(Pictured from left to right.)

(back row) Dr. Andy Simays; Dr. Jim Parker; Tammy von Taborsky - 20 years; Dr. Ben Gasque; Dr. Mack McClain

(middle row) Dr. George Provosty; Grover Godwin, Juanita Pait - 15 years; Dr. Tom Fisher

(front row) Gloria Nance - 30 years; Bridget Chavis - 10 years; Freda Grimsley - 10 years; Chandy Page - 20 years

(not pictured: Pam Edge - 35 years.)

## Recent Training & Continuing Education

Dr. James Parker - Attended 2010 Radiological Society of North America annual meeting.

Dr. Andy Simays - Attended NYU's "Imaging From Head To Toe."

Charles Huggins, PA-C. -Attended the NC Academy of Physician Assistants' Winter meeting.

Grover Godwin & Terry Sawyer - Attended both the NCARBM Fall and Winter meetings.

Rebecca Fowler & Toni Shipman - Attended the annual NCARBM coding seminar.

# KNOW THE FACTS

The only medical imaging performed at LRA that does not require a physician referral is mammography. Which is one reason we feel so passionate about spreading the word on the importance of early screening.

If it's time for you or someone you know to get their annual mammogram, don't wait for your health care provider to remind you. Pick up the phone today and call 671-4000 to schedule your appointment.

Breast cancer is the leading cause of death in women age 40-55. More than heart disease, stroke, auto accidents, and all other cancers.

It kills approximately 40,000 women each year in the U.S.

Women have a 1 in 8 chance of developing it in their life.

3 out of 4 women who get it have NO family history of it.

The most important risk factors are being a woman and growing older.

85% of the time breast cancer is first discovered with mammography and early detection through mammography reduces deaths by 20%.

Mammography screening for women is recommended to begin at age 40.

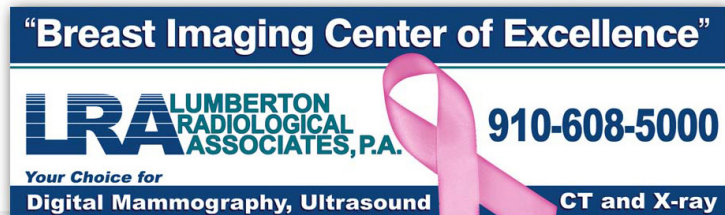
Digital mammography is superior to film mammography for women who are less than 50 or who have dense breasts.

Sadly, only 37% of women over 40 in Robeson County get a mammogram every 1 or 2 years.

More women getting mammograms means more saved lives!

# WE'RE ON I-95

If you have been traveling North on I-95 between exits 20 - 22 you may have seen our new "location." Starting this year LRA is spreading the word about our quality services, low prices and professional and courteous staff one driver at a time.



## The 2011 Rumba on the Lumber and LRA 5K



Thousands of people packed the streets of Downtown Lumberton for the Annual Rumba on the Lumber Festival and its premiere event, the LRA 5K. For more information and a list of LRA 5K finishers visit [www.robessonroadrunners.com](http://www.robessonroadrunners.com).

# Top 10 Reasons To Choose LRA

10. All of our images are digital and can be shared with your health care provider, along with your report, online 24 hours a day, seven days a week.
9. Female patients can schedule their own mammograms and take advantage of our extended mammogram hours on Tuesdays and Saturdays.
8. A radiologist is on site to supervise the performance of your exam.
7. Same-day registration for all procedures.
6. Our quiet and comfortable reception area.
5. The average time our patients spend in our outpatient facility from the time they check-in to the completion of their procedure is 40 minutes.
4. Highest quality digital CT, Mammography, Ultrasound and X-Ray.
3. Friendly service in Robeson County for 40 years.
2. You may save 50% or more on your medical imaging.
1. Medical imaging is not just what we do...IT'S ALL WE DO.



P.O. Box 1527  
Lumberton, NC 28359

Boyd B. Gasque Jr., MD.  
James E. S. Parker, MD.  
Andrew E. Simays, MD.  
Thomas D. Fisher, MD.  
Mack I. McClain, MD.  
George Provosty, MD.  
Charles Huggins, PA-C.

Main Outpatient Center located at 209 W. 27th Street      Wellness Imaging Center located at 105 W. 27th Street  
Both locations are open Monday - Friday 8:30am - 5:30pm  
The Wellness Imaging Center is also open Tuesday evenings and Saturdays by appointment only.

(910)738-8222 main number    1-800-525-3797 toll free    (910)671-4000 scheduling    [www.lraxray.com](http://www.lraxray.com)

