

# Partner Profile

## OBJECTIVE

## Management Services

David Masterson, CEO  
Sampson Regional  
Medical Center  
Clinton, NC



"King's Medical is so much more than just a good group to work with, they are a vital member of our management team. They manage our radiology business in the hospital and at our Outpatient Diagnostic Center, which is a joint venture King's helped us create. Their role is significant in our goal to improve service to our physicians and improve care to each patient.

Sampson Regional Medical Center refers many patients to our region's major medical center hospitals. Yet for radiology services, there are no reasons the patient cannot have the service here, much closer to home. Consequently, we have to demonstrate our capabilities and earn back those referrals. The King's team, with their specific management, operations and marketing talents help us to retain radiology market share.

They have helped our physicians install a PACS to interface with our HIS and to connect to our remote off-site practices. It is essential to maintain open communications in developing ongoing relationships with our physicians. King's Business Development Representatives assist us in maintaining a partnership with our referring physicians, both in our local market and beyond.

King's Business Development Representatives have introduced new technology to our primary and secondary markets, yielding positive volume increases. Still, we are most proud of our physician satisfaction survey results. The summation of several measurements is "overall satisfaction," and among our "key users" the Radiology Department scores have increased, (on a 1-5 scale) from 3.80 in 2008, to 4.65 in 2010. We credit King's with this success.

Sampson Regional Medical Center continues to improve through the help of King's Medical Group's on-site management operations team's expertise and professional marketing programs."



# Market Successes

