

# CPCI Principles

The undersigned members of the Coalition for Patient Centered Imaging (CPCI), a coalition of national physician and other health care provider organizations dedicated to high quality imaging, agree to the following principles:

- A patient's access to the most appropriate and efficient diagnosis and treatment through in-office imaging must be protected.
- Advancements in medical imaging have changed the way physicians deliver patient care by providing patients with prompt, convenient, high-quality test results, thereby allowing for more timely diagnosis and initiation of treatment and improving patient outcomes.
- A patient's physician is best qualified to decide when a test is necessary and may be best qualified to administer the test and interpret the results. Only a patient's physician can integrate imaging results into the medical treatment plan.
- Specialty physicians are uniquely qualified to provide imaging services specific to their specialty because they are properly trained in both diagnostic imaging techniques and in the structure and function of the organs and systems they are imaging.
- In-office imaging not only promotes patient compliance with imaging orders, but also provides savings in Medicare spending by supplanting invasive techniques, allowing physicians to diagnose and treat patients sooner, before complications arise, and facilitating expeditious integration of diagnostic test data into patient treatment plans.
- In the past, policymakers expressed concern about the rates of growth in imaging services. It is noteworthy, however, that the rate of imaging volume growth in Medicare has been slowing since 2005<sup>1</sup>. In fact, in 2008<sup>2</sup> and 2009<sup>3</sup>, growth in imaging services was less than the overall growth in physician services.
- While policy makers have expressed concerns related to the increased volume of imaging in the past, there is no indication that the increases are resulting in inappropriate studies being performed. Increased utilization should only be a concern to policy makers where higher use represents inappropriate, unnecessary care. Reduced utilization may also be a concern when it results in a negative impact on the quality of care.
- Professional medical societies are taking steps to ensure that only medically necessary imaging procedures are performed. These steps include the development and implementation of: training guidance, appropriate use criteria, practice guidelines, and other clinical documents to support physicians in delivering the most appropriate care.
- Public policy initiatives should not arbitrarily cut imaging reimbursement or place restrictions on physicians' ability to provide in-office imaging. Rather, public policy should support efforts to foster the quality and appropriateness of imaging services. Congress has already taken steps in this direction through the Medicare Improvements for Patients and Providers Act (MIPPA) imaging accreditation requirement.

American Academy of Neurology  
American Association of Clinical Urologists  
American Association of Neurological Surgeons  
American Association of Orthopedic Surgeons  
American College of Cardiology  
American College of Rheumatology  
American Congress of Obstetricians and Gynecologists  
American Medical Group Association  
American Society for Neuroimaging

American Society of Echocardiography  
American Society of Nuclear Cardiology  
American Urological Association  
Association of Black Cardiologists  
Cardiology Advocacy Alliance  
Congress of Neurological Surgeons  
Medical Group Management Association  
Society for Maternal-Fetal Medicine

<sup>1</sup> Medicare Payment Advisory Commission. 2007. Report to the Congress: Medicare Payment Policy.

<sup>2</sup> Medicare Payment Advisory Commission. 2010. Report to the Congress: Medicare Payment Policy.

<sup>3</sup> 2009 Preliminary Medicare Physician Claims Data Analysis performed by Kurt Gillis, PhD, American Medical Association.

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