



Radiology Reimagined

“We see it time and time again. Patients shop around for the cheapest MRI, bring the image to their referring physician, then have to repeat the procedure because the image simply isn’t clear. The irony is, if they’d come to us the first time, they’d be on their way to diagnosis and healing—and for a lot less cost than expected.”

— Dr. William F. Muhr Jr, CEO
of South Jersey Radiology

SOUTH JERSEY RADIOLOGY BRINGS BREAKTHROUGH TECHNOLOGY AND UNMATCHED EXPERTISE TO PATIENTS THROUGHOUT THE REGION.

The more than 50 experienced, board-certified radiologists of South Jersey Radiology (SJRA) practice at the pinnacle of their profession, manifesting their dedication to quality patient care by continually investing in low-dose, state-of-the-art technologies to diagnose everything from breast cancer to broken bones. As diagnostic technologies evolve, seemingly by the moment, the physicians and technologists of this renowned practice evolve, too.

“Our patients have access to the very latest technologies and receive a level of care comparable to what they’d experience at a world-renowned academic facility like the University of Pennsylvania or Cleveland Clinic—but right here in South Jersey and typically at about a quarter of the cost,” says William F. Muhr Jr, MD, DABR, CEO.

SJRA is the only independent diagnostic imaging center in the region to be awarded Diagnostic Imaging Center of Excellence status by the American College of Radiology (ACR). Additionally, its breast imaging center is the first in the region to be named a Breast Imaging Center of Excellence by the ACR.

“These accolades and honors are incredibly significant,” says Dr. Muhr. “We strive to practice transformative diagnostic medicine in everything we do. The roots of this practice go back nearly 100 years; our commitment to this region is as unparalleled as our expertise.”

NEW AWARENESS, NEW ERA

Gone are the days when no one talked about breast cancer. Today, millions of American women practice breast self-exams, get regular mammograms, and march to raise money for research. Breakthroughs in genetic testing have helped to identify women at high risk for developing breast cancer. “For these women, and for women with dense breast tissue, a 3D mammogram can be a lifesaving procedure,” says Dr. Muhr, “and yet it is greatly underutilized. One problem is that few women realize the option is available to them. If they are considered high risk, most insurance companies will cover the procedure.”

Breast MRI needs to be performed meticulously and with leading-edge, perfectly maintained equipment—something lesser facilities often lack. “When we’re talking about a possible cancer diagnosis, there should be no shortcuts,” says Dr. Muhr. “SJRA facilities stay ahead of the curve.”

MRIs have also sparked a sea change in the way urologists handle prostate cancer. The technology is helping SJRA’s subgroup of top-tier prostate specialists differentiate between patients who need aggressive treatment and those for whom watchful waiting is the best course.

SJRA’s other areas of radiological services include pediatric imaging, ultrasound, PET/CT scans, virtual colonoscopies, and X-rays. Says Dr. Muhr, “Whatever your radiological needs, we’re here for the people of South Jersey.”

SJRA OFFERS 12 LOCATIONS THROUGHOUT SOUTH JERSEY

1-888-909-7572 | sjra.com

SJRA

SOUTH JERSEY RADIOLOGY
Your Health. Your Choice.