

OIA EXPANDS ITS JOINT VENTURE RELATIONSHIP WITH ATRIUM HEALTH WAKE FOREST BAPTIST

Franklin, TN (August 2024) – Outpatient Imaging Affiliates announced this month the development and opening of its third location with Atrium Health Wake Forest Baptist. This center– located in Greensboro, NC – compliments the joint venture’s two existing sites in Winston-Salem and Kernersville.

Atrium Health Wake Forest Baptist Outpatient Imaging – Greensboro opened as part of the new Medical Office Building at Friendly Center. “Atrium Health Wake Forest Baptist served more than 140,000 patients from Greensboro last year and the opening of this location in Friendly Center is a huge step forward in our commitment to growing in Greensboro and providing more choices in health care,” said Dr. David Zaas, president of Atrium Health Wake Forest Baptist. “Friendly Center has a long history as a favorite retail area in Greensboro. Our presence here will be a great convenience to those who live and work in this part of Greensboro and will help us even better meet the growing health care needs.”

Outpatient Imaging Affiliates’ relationship with Wake Forest Baptist dates back to 2008 when the joint venture was formed. Since that time, OIA developed and managed locations have performed more than 650,000 outpatient diagnostic imaging studies on behalf of the joint venture.

OIA President and CEO Amy Stout explains why this long-term relationship has been so successful over the years. “In the beginning, Wake Forest was looking for a partner to help them develop imaging options to more conveniently serve their patient population. Over time, this partnership has flourished as we collectively bring high-quality, affordable imaging services to Atrium Wake Forest Baptist patients in multiple markets across the State. We feel privileged to work alongside such a mission-driven and high-quality health system, and look forward to further expanding our imaging footprint over time.”

#####

About OIA

Outpatient Imaging Affiliates (OIA) is a premier provider of comprehensive outpatient imaging services, dedicated to delivering exceptional patient care and innovative solutions. OIA partners with healthcare providers such as health systems, academic medical centers, and radiology groups to develop, market and operate quality, patient-friendly, service-oriented outpatient imaging centers. Their strength is in their dedication to excellence in serving the needs of patients, referring physicians, employees, and its partners.