



NOVELLO
PHYSICIANS ORGANIZATION

NEWS and NOTES from NPO

Dear NPO Members,

Below is a press release with information on our April 1st opening that will be distributed to media throughout our community and state. Our brand-new website is live, www.novelloimaging.org.

If you have any questions, please do not hesitate to call. Additionally, the imaging staff would be happy to show you around the new state-of-the-art facility. Novello Imaging Center is ready to show the community services it has to offer with unbeatable service and excellent care.

-The Novello Team

New Cost-Effective Imaging Center Coming to Traverse City's Copper Ridge: Novello Imaging Center

Opening April 1, 2021

For Immediate Release

Contacts:

Susan Wilcox Olson, Media Consult

(231) 590-5930 – susan@cherryfestival.org

(Traverse City, MI) March 26, 2021 - Novello Health is excited to announce the opening of the Novello Imaging Center on April 1, 2021. The center, located at Copper Ridge in Traverse City, will provide imaging services such as MRI, X-ray, ultrasound, and CT scans

at a lower and more competitive cost. The goal is to provide the best care with the least amount of administrative burden for patients and customers. This includes improved cost transparency, along with improved physician and employer engagement. The Novello Imaging Center is easily accessible and focuses on creating a high-quality patient experience; Novello Health Board member Dr. Nathan March states, “the patient is the focus of our care, far more than just a number.”

With state-of-the-art technology, unbeatable convenience and excellent care, Novello Health is excited to show the community services it has to offer. We believe these changes will help meet its goal of providing high-quality, cost effective healthcare. Novello Health Board member Dr. Peter Sneed is thrilled for the community, “In part, because of Novello Health, patients will be more engaged in their own health. They will have choices and, in the end, have more money in their pocket and spend less time away from work, family and leisure time.”

About Novello

Novello Health is reimagining healthcare with the goal to deliver patient-centered, transparent healthcare services which lower costs and improve both the quality and experience to patients and providers.

Helpful Resources & Upcoming Events

[NPO Home](#)
[NMHN Home](#)
[Trillium Health Website](#)
[MACRA-MIPS Corner](#)

NPO is committed to providing great resources to our members!

We welcome your feedback and comments.

Novello Physicians Organization 231.421.8505