



# Healthcare Hero

## Entrepreneur, Southern Nevada

### Roger Faselt

*Quality Medical Imaging*

**R**oger Faselt is the first person to admit that a medical imaging professional makes an unlikely hero. However, as Faselt's story shows, heroes come in all lines of work in the medical field.

"It's not a glamorous business or a high-esteem business," said Faselt, who founded Quality Medical Imaging (QMI) in 2001 to serve home-bound patients needing ultrasound tests, radiography and other diagnostic services. "However, we're filling an important role in the community by providing services to people who might not be able to make it in to the bigger facilities."

When first informed that he had been named a "Healthcare Hero" for his success as an entrepreneur, Faselt was quick to pass the credit. "The heroes in our company are the technicians who are out in the trenches, in people's homes," Faselt said. "Sometimes they are the only people these patients see for days. They face very delicate situations, and have to do their job with empathy and compassion."

Faselt knows that very well. Despite the impressive growth of his company, Faselt still serves as a technician in the field when he is needed. "Anyone who has ever run a small business understands the sacrifices you need to make," said Faselt, who led the ultrasound department of Sunrise Hospital prior to opening Quality Medical Imaging.

"You do what you have to do, to take care of your clients and – more importantly – the patients. At the same time, it's important to stay connected to the reason we opened our doors in the first place – to serve those who are in need."

Faselt wanted to do more than just open a licensed and certified portable medical imaging company. He wanted to create a company that was on the cutting edge when it came to state-of-the-art technology and services and taking them directly into people's homes, as well as hospitals and other medical facilities.

QMI made its mark by becoming the first local, mobile company to offer bedside pick-line services. But that was just the start, according to Faselt. In the past year, Faselt and his wife, Deanna, have invested more than \$1 million to enable QMI to convert completely to digital technology. While such an investment can be a strain for any entrepreneur – especially one just five years into doing business – Faselt says the investment will greatly benefit his patients.

"Completing a quality exam can significantly impact a person's health," he said. "If the technician doing a test or X-ray doesn't do a good job, or the equipment is not what it should be, it doesn't matter how good the interpreting physician is. We

are here to serve the patients, and we do whatever it takes to get it right. In our company, the health of the patients is our bottom line."

Faselt is ARRT and ARDMS certified in radiology, sonography, vascular sonography, abdominal obstetrics and neurosonology. He also serves as a guest lecturer for a variety of health classes and played an integral part of Community College of Southern Nevada's efforts to develop a sonography program, which was implemented into the college's curriculum five years ago.

He said playing an active role in protecting a healthy business environment in Nevada is becoming increasingly important to him as a small business owner in an industry dominated by big companies. Faselt is active in the Southern Nevada Medical Industry Coalition, as well as working with federal, state and local elected officials.

"I am not taking this honor lightly," Faselt said. "I believe being honored as an entrepreneur is a lot like being told, 'You have done well so far, but we expect bigger things from you in the future.' If I can be half the hero many of these other people being honored have been in their careers, then I will have done something right when it's all said and done."