



Smart Choice MRI to open new clinic in Richfield

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West Milwaukee-based Smart Choice MRI is opening a new clinic in Richfield to serve patients in Washington County.

The company, which offers a \$600 MRI scan, will open the new clinic – its third – at 3010 Helsan Drive, near the Highway 41-45 interchange and across the street from Cabela’s. The 1,500-square-foot facility will be open in mid-January.

“It’s a huge achievement for us,” said Kristin Stoll, director of marketing at Smart Choice MRI.

The new clinic will be built out in the existing building at the location. Smart Choice MRI’s facilities are kept smaller, said Stoll, so to “not charge patients for real estate.”

“We try to keep our footprint small because of energy efficiency, environmental concerns and to keep costs down for patients,” she said. “We’re doing all of the build-out for the new clinic on our own. We’ll have an improved patient experience, a better waiting room and our patients will have the best experience to relieve the anxiety of the exam.”

Smart Choice MRI began in 2006 with its first location in West Milwaukee, 1621 Miller Park Way. A second location was opened in Sheboygan, 1414 N. Taylor Drive, in 2010, through an acquisition. In 2011, Smart Choice MRI established a relationship with radiologists at the Cleveland Clinic, which is rated among the nation’s top hospitals.

Customer demand at Smart Choice MRI clinics has continued to increase, said Stoll, by offering an MRI scan at a fraction of the average price in the market.

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