

PRIVATE COMPANIES, MORE THAN 100 EMPLOYEES

Don Shackley

Chief Information Officer
Steinberg Diagnostic Medical Imaging Center

As chief information officer and chief technology officer for Steinberg Diagnostic Medical Imaging Centers since 2001, Don Shackley has successfully spearheaded a continuous movement of constant progression to keep pace with the latest advancements in technology.

Having attended numerous technical schools, Shackley began his career in biomedical engineering with ATI Medical, changing directions in 1995 when he had the opportunity to serve as system engineer for Nevada Medical Center, one of the largest multi-specialty medical practices in Southern Nevada, where he was charged with upgrading the company's clinical systems infrastructure.

"But the whole scene was changing, and I wanted to be in charge of my destiny, so the next logical step was to form my own company, ISCG, which was an IT-based consulting business providing health care technology to doctors," says Shackley, who co-founded the business in 1997. "But we really wanted to get into radiology, which was very tough, so my partner and I had to make some difficult business decisions."

To that end, Shackley sold his interest in ISCG in 2001 to assume his current position with Steinberg Diagnostic, where he was tasked with building an IT support team, implementing a new Picture Archiving Communications System that allows radiologists to read digital images on specialized computers, and implementing a state-of-the-art fiber network, voice-over IP and other critical projects.

"I thought Steinberg would be a short-term job, because an IT specialist has about a four-year life span of effectiveness and ability to effect change from a cultural or technology standpoint," Shackley says. "I had planned to get in there and learn everything I could about the radiology industry, but as fate would have it, 9/11 happened and changed all of our lives, including how people spent money and looked at consultants."

Ten years later, Shackley's accomplishments with Steinberg Diagnostic include overseeing the project that helped the company become Cox Communication's first commercial customer in the Las Vegas Valley to utilize a high-speed fiber optic network, putting Steinberg Diagnostic at the forefront of the radiology market in technology.

In 2007, while still working in a full-time capacity with Steinberg, Shackley was invited to serve on the technical board as technical advisor for radiology and clinical infrastructure for the Lou Ruvo Center for Brain Health project, in conjunction with UNLV. He was quickly promoted to acting chief technology officer, and played an integral role in transitioning the company's technology to Cleveland Clinic during its 2009 acquisition.

Recently, Shackley's team has been working on innovative distribution methods, portals and other projects to allow Steinberg Diagnostic to interface directly with referring doctors' Electronic Medical Records systems.

"We always knew that EMR systems were coming down the pipeline, and we wanted to be sure we could take the pressure off doctors chasing paper and reports around," he says. "That is our biggest push right now, and we have a very passionate and dedicated team working to increase efficiencies."

— Danielle Birkin



Great ideas grow and develop, are exchanged and changed. Our ideas have made possible the networks that exist today, so your ideas can live and thrive on the network.

What if
life moved
at the speed
of ideas?

