

Administration



Ruth Tesar, Executive Director

As Executive Director, Ruth provides management to Northern California PET Imaging Center, the first free-standing, non-academic PET center established in the US, in 1993. She has been instrumental in gaining insurance coverage for PET procedures by private payers and the Centers for Medicare and Medicaid Services. Ms. Tesar has authored multiple peer-reviewed papers and abstracts on the subjects of clinical PET, the cost benefits of using PET in clinical practice, and the payment for PET procedures. She is an invited speaker on the subjects of reimbursement and marketing for PET and clinical PET. She has a Bachelor of Science degree from Colorado State University, Nuclear Medicine Technology Training from the University of California at Davis, and completed graduate work in health administration and health policy at the University of Southern California.



Jan Cronin, Market Development Manager

Jan has been involved in the operations management of medical groups and diagnostic imaging centers. She is trained in both x-ray and nuclear medicine. Jan has developed comprehensive referring physician and patient education to promote the appropriate use of PET/CT in the communities we serve.