

Management Services Agreement: Demand Generation

Results

Within four months, differentiation of services through demand generation (marketing, sales and competitor intelligence) led to a

24%

increase in MRI revenue and volume.

An established radiology practice knew there was opportunity to grow volume and revenue in their market, but they needed to act quickly. A major competitor was taking market share in their primary and secondary service areas. The radiologists at the practice knew a comprehensive management solution was needed to ensure long-term success. The radiology group engaged Alliance Radiology as their comprehensive managing partner using a management services agreement.

Through Alliance's RAD360 program, the team conducted a thorough market assessment, showing there was great potential to increase modality scan volume. The Alliance RAD360 team focused on the following areas to assess the market and design a custom plan to grow business:

- » Competitive analysis
- » Physician assessment of alignment and leakage
- » Referral pattern analysis
- » Physician compliance
- » Payer assessment

The Alliance RAD360 team used its extensive experience to deliver demand generation services in brand marketing, public relations, advertising, online marketing as well as physician outreach, sales, education and alignment.

Contact us today to discuss reaching the full potential of your radiology service line or outpatient imaging center.

Email RAD360@AllianceRadiology-us.com or call 1.844.RAD.0360 (1.844.723.0360).
www.alliancehealthcareservices-us.com