

CASE STUDY

Mid-sized Hospital with Short- and Long-term Mobile Imaging Needs



Alliance HealthCare Radiology has served this mid-sized southern university hospital for over ten years by providing a growing number of services.

Contact us today at 800.544.3215 to learn more about how Alliance Radiology can help you meet your imaging services lines goals.

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CHALLENGES

- » Educating referring offices and expanding marketing reach to the VA and independent practices
- » Accommodating short- and long-term imaging needs
- » Needing to grow revenue

SOLUTIONS

- » 1-day weekly mobile PET/CT imaging services
- » Interim mobile MRI services during equipment upgrades
- » Interim mobile CT services during equipment upgrades
- » Physician sales and marketing services

RESULTS

- » Patient Satisfaction of 95% in 2014, 94% in 2015
- » Year-over-year monthly scan volume growth: 39% in 2015
- » PET/CT revenue increased 43% from 2014 to 2015, and 27% from 2015 to 2016.