

CASE STUDY

Athol Memorial Hospital Heywood Healthcare



Alliance HealthCare Radiology has provided MRI services to this critical access hospital in Massachusetts for fourteen years.

CHALLENGES

Athol's prior radiology services group offered limited weekday availability and required that all reads be dictated and transcribed. This manual process created a 2-3 day turnaround for referring physicians to get their patients' results.

Additionally, patient volume was reduced drastically when a severe winter storm hit in early 2015 and a major referring orthopedic surgeon unexpectedly retired.

SOLUTIONS

Alliance's Account Executive met weekly with referring physicians. By promoting prior authorization services and online scheduling and by providing educational in-services, local physicians began to refer patients to Athol, including a nearby general practitioner who had been sending patients 30 miles away to the nearest competitor.

The new radiology group also helped drive additional volume in 2016. The group now reads seven days a week and uses voice recognition technology to dictate, transcribe and fax results automatically. The average turnaround time for most exams is now under eight hours.

RESULTS

- » Patient Satisfaction score of 93% in 2015
- » Year-over-year scan volume growth: 22% in 2016, annualized Jan-Aug



Services Provided:

- » Mobile-to-fixed MRI imaging
- » Scheduling
- » Prior authorization
- » Insurance verification
- » Physician sales and marketing services

"Alliance's continued involvement with local physicians turned them around and gave them confidence to send us their MRI patients."

- Bruce K. Bertrand, MD

Chief of Radiology
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Source: Internal Alliance performance tracking and customer survey results.