

# CASE STUDY

## Medical Center Needing Radiology Services and a Joint-Venture Partner



### Alliance HealthCare Radiology has partnered with this medical center in the northeast in two joint ventures.

#### CHALLENGES

- » Growing scan volume in a competitive market
- » Need for added fixed MRI location

#### SOLUTIONS

- » Two fixed MRIs
- » One PET/CT under physician practice
- » Augmentation of fixed services with additional mobile assets

#### RESULTS

- » Patient Satisfaction of 96%
- » Year-over-year monthly scan volume growth of 7.6%

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#### Services Provided:

- » Operational management
- » Scheduling services
- » Managed care contracting
- » Prior authorizations
- » Strategy development
- » Physician sales and marketing services

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