

CASE STUDY

Hospital Needing Comprehensive Equipment and Imaging Services



Alliance Healthcare Radiology has had a successful partnership for 27 years with this hospital in the Northeast.

CHALLENGES

- » High density patient population area
- » Growing scan volume
- » Increased competition

SOLUTIONS

- » Mobile MRI services evolved to Alliance-owned and operated MRI at the hospital
- » Alliance purchased an outpatient MRI imaging center for hospital use
- » Alliance upgraded equipment to 1.5T (wide bore) and 3T MRI

RESULTS

- » Patient satisfaction score of 95%
- » Over \$2M annual revenue
- » Year-over-year scan volume growth:
 - ◊ 6% in 2014
 - ◊ 8% in 2015
 - ◊ 10% in 2016

Services Provided:

- » Scheduling services
- » Prior authorizations
- » Insurance verification
- » Physician sales and marketing services

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