

Imaging Volume Generation – Case Success Study #37

Client Background:

Large NY provider (LNYP) of outpatient radiology imaging services

Situation Summary:

1. Owners were considering shutting down the business.
2. Volumes had decreased by over 20% from previous year.
3. Fighting between the radiology group and imaging center owners.

MIS Findings/Solution Design:

MIS examined and provided LNYP vital information regarding the demand for imaging services within their specific market. This information included their current market share versus those of their competitors and the salient market characteristic that drive imaging volumes in their market.

1. Executed targeted volume growth assessment of current state
2. Identified OISA (Outpatient Imaging Service Area) and assessed market potential based on outpatient imaging demand
3. Implemented specific imaging volume growth strategy, including specific referring physician relationship management tactics
4. Implemented key metrics, performance monitoring and imaging growth management strategies collaboratively with internal client resources

Results:

Collectively, this assessment provided LNYP with the market intelligence and the actionable plan required for them to grow their imaging business.

MIS' program led to significant revenue growth over the baseline that resulted in bottom line improvements of over \$600,000 per year.