A CASE STUDY

Exceptional Growth in PET/CT Volumes

In its inaugural year partnering with Alliance Radiology, PET/CT volumes more than doubled at an outpatient imaging center.
A multi-modality outpatient center had been providing MRI, CT, PET/CT, ultrasound, fluoroscopy, X-ray, 3D digital mammography, ultrasound-guided breast biopsy, bone density, and CT lung cancer screening since 2004.

Exams at outpatient imaging centers typically cost less than those at local hospitals or hospital-owned outpatient-imaging centers. Along with payment plan options and special uninsured patient rates, the center provides price quotations in advance of the exam, so patients are able to compare pricing. They also offer the convenience of online patient appointment scheduling, a clinician access portal, and online bill-pay.

The local Community Cancer Center is the only other provider of PET/CT services in the area and has a fixed PET/CT unit, typically performing six to eight PET/CT procedures a day.

“We operate independent of the hospital and are the only true outpatient imaging center offering multiple modalities in our county.”

– Practice Liaison, Outpatient Imaging Center
THE SITUATION

PET/CT volumes had remained flat year over year from 2014-2016 due to challenges in the market. In January of 2017, Alliance HealthCare Radiology (Alliance Radiology) was introduced to develop a targeted growth strategy which included reviewing historical referral patterns for leakage and new opportunities, and discussing growth potential through offering specific programs.

THE SOLUTION

Beginning in January, 2017, Alliance Radiology partnered with the outpatient imaging center to provide mobile PET/CT imaging one day per week. This allowed the center to test the community demand for PET/CT services, with minimal risk and capital outlay.

In addition to providing mobile PET/CT services, Alliance Radiology provided operational support to improve patient retention, educate clinicians, strengthen referral relationships and improve community engagement, including:

- Dedicated referring physician account executive to engage with ongoing and potential referring clinicians and their office staff.
- Customized marketing strategy and tools.
- Reminder phone calls to patients for their PET/CT imaging procedures to minimize no-show rates and maximize imaging exam completion rates.
- Provide accredited and experienced PET/CT technologists
- Propose opportunities to take part in clinical trials and offer new isotopes

By December of 2017, the Alliance Radiology partnership helped to grow PET/CT volume from 149 exams in 2016 to 263 exams in 2017, a 57% volume increase.

THE RESULTS

<table>
<thead>
<tr>
<th>YEAR</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total # of PET/CT exams completed:</td>
<td>167</td>
<td>158</td>
<td>149</td>
<td>263</td>
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By December of 2017, the outpatient imaging center was up to 30 PET/CT scans per month, with four to five days of mobile PET/CT service a month.

― Practice Liaison, OUTPATIENT IMAGING CENTER

“Alliance has been willing to work with us on availability of the mobile PET/CT unit, and give us additional time whenever possible. Alliance has met with us multiple times to come up with solutions to challenges and talk through the issues.”

― Practice Liaison, OUTPATIENT IMAGING CENTER
JOINT MARKETING EFFORTS

As part of the Alliance Radiology services, the Alliance Radiology account executive worked with the outpatient imaging center’s marketing representative to review historical referral pattern data. The team identified referring physicians to target, current capabilities and strengths, and potential areas of growth. Messaging was reviewed and refined, and the team also identified areas where PET/CT capabilities were being underutilized.

Together, the Alliance Radiology account executive and the outpatient imaging center’s marketing representative determined which of their patients might be potential candidates for current clinical studies and where and what early detection screenings may be of benefit. Contractual changes were made as necessary in order to offer these services to patients.

“Having a new unit with Q-Clear Technology has been a great advantage. It is also helpful that we perform prior-authorizations for offices. This can be very time-consuming for referring offices, and a service that not many imaging centers offer.”

– Practice Liaison, OUTPATIENT IMAGING CENTER

Based on the research and growth opportunities identified, Alliance Radiology and the outpatient imaging center worked together to increase awareness of the PET/CT services being offered and implemented numerous marketing tactics, such as:

- Working with the local Chamber of Commerce, hosted a community-based public relations initiative.
- Through a collaborative effort, implemented and enrolled 27 patients in a clinical study, which broadened the referral network.
- Developed and implemented a cancer screening service and new recurrent cancer detection protocol.
- Deployed a highly targeted campaign to educate 3000 patients from local self-funded employer groups to familiarize them with the center and its services, directly affecting growth in other modalities.

“The future is bright! Keeping PET/CT top of mind will be very important in 2018. Offering new isotopes and giving patients and referring physician’s opportunities they would not otherwise have will allow us to serve more patients and keep us at the top.”

– Practice Liaison, OUTPATIENT IMAGING CENTER
CONCLUSION

Through joint efforts of Alliance Radiology and the outpatient imaging center, the local community has benefitted in many ways. The growth of patient volumes and PET/CT revenues has been significant, and is expected to continue through 2018 and beyond, meaning patients who need these essential services are receiving high-quality care close to home and in a timely fashion.

“Alliance Radiology’s ability to deliver the critical growth element is a testament to our deep understanding of imaging services and the current market we are operating in. In our early meetings with the outpatient imaging center, market evaluations utilizing proprietary data about nationwide PET/CT imaging trends played a big part in the strategy we ultimately implemented. With growth rates of over 50% in our inaugural year — it’s safe to say we are all extremely pleased. I have personally been very impressed with the outpatient imaging center’s deep commitment to quality and patient satisfaction. Their alignment with mutual patient satisfaction goals has made them an exceptional partner in our first year together and we look forward to continuing with that commitment to quality in the years to come.”

– Rich Jones, President Alliance Healthcare Radiology

KEY STATISTICS

PARTNERSHIP START DATE
January 2017

MOBILE MEDICAL IMAGING SERVICES
Weekly service on Tuesdays

MODALITY
PET/CT: GE Discovery IQ with Q-Clear Technology

OVERALL VOLUME GROWTH
57% increase from January – December 2017

To learn more about how partnering with Alliance Radiology can help you get the most out of your radiology service line, contact your local Business Development Representative.