



OUTPATIENT  
IMAGING  
AFFILIATES, LLC

## OUTPATIENT IMAGING CASE STUDY



### Looking to Supercharge Your Ambulatory Growth?

#### Outpatient Imaging is an Effective and Sustainable Growth Engine

Imaging volume is rapidly moving from the inpatient to the outpatient setting, as key players working with health systems recognize the growing value of outpatient imaging.

**Providers** seek faster appointments and results;

**Patients** seek convenience and value, and

**Payors** want to drive utilization and steerage strategies.

Given these trends, ambulatory expansion is critical to long-term, competitive success for health systems.

**Outpatient Imaging Affiliates (OIA)** has partnered with health systems for over 20 years to develop, operate and market high quality outpatient imaging facilities that **help to overcome challenges and deliver business results such as recovering lost revenue from patient leakage, increasing provider satisfaction and retention, and optimizing payer dynamics.**

We are proud of our work with a 14-hospital health system in the Mid-Atlantic Region, who engaged OIA in 2002 to build a scalable network of facilities.

#### Interested in learning more?

Contact us at [BD@oiarad.com](mailto:BD@oiarad.com)

or follow us on social media.

[oiarad.com](http://oiarad.com)



#### The **CHALLENGE**



With historically limited outpatient imaging presence, this health system was losing patients in key service lines to the growing number of small, independent players in the market. While the health system was rapidly building an ambulatory presence to keep pace, it lacked capital and executive bandwidth to build, operate and market a scalable network of competitive outpatient imaging facilities.

#### The **OPPORTUNITY**



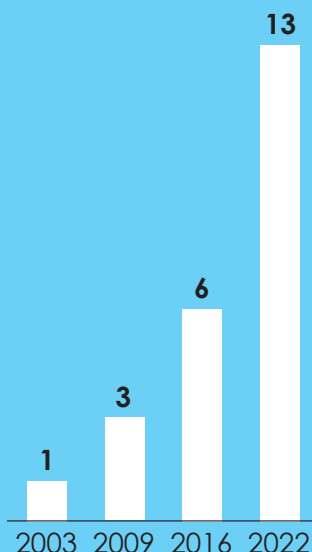
This health system partnered with Outpatient Imaging Affiliates (OIA) with the goal of expanding patient access points into adjacent geographies to attract and retain patients. At the beginning of the partnership in 2002 through today, they see value in OIA's unique and flexible Joint Venture partnership model, which helps them continue to fuel their ambulatory expansion, while strengthening their brand awareness and reach.

#### Our **SUCCESS TOGETHER**



Over the course of a 20-year partnership, OIA continues to partner with this health system to drive continued growth and ambulatory expansion while working together to overcome market challenges that arise.

#### Number of JV Facilities



**4.3x** increase in total annual outpatient studies since OIA partnership

**40%** growth rate in revenue over 10 years across partnership

**60%** decrease in leakage since OIA partnership