



OUTPATIENT
IMAGING
AFFILIATES, LLC

OUTPATIENT IMAGING CASE STUDY



Interested in Decreasing Your Patient Leakage?

Outpatient Imaging attracts and retains patients across services

When providers and patients make decisions on where to go for medical imaging, convenience and access are critical factors. By design, outpatient imaging centers can expand availability and access for patients across a health system's footprint, encouraging referrals to stay within the system's network throughout the entire patient journey. As a result, OIA research shows that the average health system without robust outpatient imaging capabilities experiences patient leakage >50%, leading to substantial loss of near-term direct radiology revenue as well as long-term downstream revenue.

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 10-hospital health system in the Mid-Atlantic Region, who engaged OIA in 2016 to recapture radiology health system leakage.

Interested in learning more?
Contact us at BD@oiarad.com
or follow us on social media.
oiarad.com



The **CHALLENGE**



95% of imaging referrals were leaving the health system network due to long appointment backlogs, scarcity of centers, and lack of modalities offered in the outpatient setting. While the health system was aware of its patient retention challenges, it lacked dedicated managerial capacity to prioritize a sequenced launch of outpatient imaging facilities as well as a playbook to change referral patterns for its large 3,600+ provider network.

The **OPPORTUNITY**



This health system partnered with Outpatient Imaging Affiliates (OIA) with the goal of keeping imaging cases within the network to preserve the patient base and improve the system's financial position. The health system has leveraged OIA's unique and flexible Joint Venture partnership structure to not only retain existing patients but also reach new patients through added market access points.

Our **SUCCESS TOGETHER**



Over the course of 7-years, OIA has expanded from only X-ray to a multi-modality offering, and continues to collaborate with this health system to meet and exceed patient demand, while working together to tackle emerging market challenges.

>75%

Reduction in average "days out for 3rd available appointment" since OIA partnership

64%

Compounded annual growth rate in revenue since OIA partnership

65%

Decrease in leakage since OIA partnership

57%

Patients utilizing OIA's centers were new to the health system