



OUTPATIENT
IMAGING
AFFILIATES, LLC

OUTPATIENT IMAGING CASE STUDY



Looking to Increase Your Patients' and Providers' Satisfaction with Imaging Services?

Outpatient Imaging enhances the physician and patient experience

Physicians are faced with increasing choices in where they refer their patients for imaging services. If a health system does not provide timely appointments, rapid results, and dynamic solutions to their affiliated physicians, it's a certainty that even affiliated physicians will refer outside of the health system's network. Similarly, patients will seek care outside of the health system network if its only options are unaffordable, inconvenient, or have burdensome scheduling and registration processes. As a result, patient and physician satisfaction is critical to maintaining imaging revenue and minimizing leakage.

Outpatient Imaging Affiliates (OIA) is proud that across our network of centers, our OIA managed, joint ventured locations score over 95% in patient satisfaction (Press Ganey). 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 payor dynamics.**

We are proud of our work with a leading academic health system in the Southern Region, who engaged OIA in 2001 to address problems with physician satisfaction with imaging capabilities and service quality.

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



The **CHALLENGE**



The health system was facing pressure from physicians across many specialties due to significant imaging backlogs and service quality. As the most prominent health system in the state, brand reputation was at risk as physicians grew increasingly concerned with the quality of imaging care being delivered. As a result, patients were leaving the system due to capacity constraints and physician recruitment faced yet another hurdle to clear. Despite best efforts to optimize operations, the health system executive team was unable to work with the imaging teams to meaningfully improve patient throughput with their existing setup.

The **OPPORTUNITY**



This health system partnered with Outpatient Imaging Affiliates (OIA) to increase imaging capacity and improve operational excellence so that physicians would have a reliable and timely solution for imaging needs. OIA's unique and flexible Joint Venture partnership enabled expansion of center hours, flexible center staffing, expanded imaging modality offerings, and quality assurance in the patient scheduling process. As a result, physicians could easily and confidently refer patients, patients were quickly and conveniently scheduled, and the health system was able to raise physician satisfaction scores and address concerns around physician and patient retention.

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.

90th+

Percentile Press Ganey patient satisfaction scores

<5%

Call abandonment rate across all health system JV centers

2.6x

Same day appointment add-ons to facility schedules offered through this JV vs. inpatient setting

6%

10-year compound annual growth rate in scan volume for this JV