



DOCTIVITY HEALTH™

Accelerating Revenue Generation

doctivityhealth.com

Case Study:

Business Optimization Solution for Radiology Roadblocks

**Doctivity's Strategic Business
Optimization and Business
Building Pilot Helped Client with
Significant Radiology Volume
Leakage**

Overview:

Our client's Orthopaedic and Neurosurgery service lines required new patients to have a current MRI within the last six months BEFORE scheduling an appointment. Patients with an MRI just over 6 months were still required to have an updated MRI.

This requirement frustrated primary care providers and their patients. Primary Care Physicians (PCPs) often experienced difficulties with the required pre-certification to order MRIs, and patients often had a longer wait to receive care.

The PCPs' solution was to refer patients to competing physicians who did not require an MRI prior to scheduling an appointment and could see patients within two to three weeks.

As a result, a large volume of radiology business leaked out of our client's system.

Challenge

Radiology was our client's number one service leakage.

Solution

Bundle Radiology appointments with Orthopaedic or Neurosurgery appointments to simplify radiology requirements.

Client opportunities:

- Enhance overall patient experience
- Improve the referring providers perception of our client's services
- Increase the referring providers use of our client's Orthopaedic and Neurosurgery departments
- Set the stage for future "destination" programs
- Allow client to capture more of the radiology business leaking out of the system

Doctivity In Action

Radiology and Neurosurgery engaged Doctivity's suggested pilot programs.

- Scheduling for Radiology services was migrated into the centralized call center.
- Patients referred to Neurosurgery were offered the option to schedule their required imaging at one of our client's facilities.
- Partnering with the employed primary care providers, our client's Neurosurgery department began accepting referrals without prior imaging required.
- Certified Physician Assistants completed the patient work-ups.
- Necessary images and labs were ordered by the Neurosurgery staff.

The Results

The Pilot Made it Possible for Every Patient to See a Neurosurgeon within 7 Days and Urgent Cases are Seen Same Day.

- 39 new patients (none has had surgery yet)
- Gross revenue generated: \$284,958 (from MRIs and initial appointment)
- Expanding pilot to other service areas and making process "business as usual"



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