



HOW RX4 GROUP CAN HELP AN IMAGING CENTER(S)



Reduced reimbursement is the number one business challenge in imaging centers but there are many other issues that need to be tackled. These include much greater competition and “softer” volume because of a much weaker market for these services than in the past. This means that marketing and patient satisfaction efforts need to be greatly increased to stay competitive. But there are many other business challenges too, including that the increasing requirements for exam precertification, greater needs form insurers to provide prior authorization, getting

funding for large capital purchases (including the newest technology), dealing with patient concern about radiation exposure from CT scans, and efficient and code relevant radiology billing, just to name a few.

In recent times, the RX4 Group and its sister companies in The Adaptive Healthcare Network have solved issues and challenges in this area such as the following:

- › A group of imaging centers is facing a fast-rising salary burden, which needs better control and a new, fairer career structure for radiologists.
- › A large radiology business has patented a new remote viewing system to call up images on a Web browser, with the ability to easily forward images from a picture archiving and communication system (PACS) to referring physicians. They need a marketing and distribution strategy.
- › Equipment asset utilization percentages in a large imaging center are substantially lower than industry standards and a change is needed to fix this problem.
- › An imaging center is struggling with declining insurance reimbursement and looking to develop a direct-to-consumer business.
- › An imaging center CEO suspects payment claim and reimbursement fraud and needs a plan to tackle it.

Call us on **310.736.4965** to discuss your specific needs and for a **FREE consultation** or email us at **info@RX4Group.com**.

