



Hospital Radiology Management Overview

2018

About MedQuest

- Comprehensive radiology management services that increase revenue, optimize operations and enhance quality, safety and the patient experience
- Two decades of experience in freestanding and hospital imaging

Outpatient Centers

- 75 freestanding outpatient imaging centers
 - ✓ Hospital-owned and independent facilities
 - ✓ Both HOPD and IDTF designations

Hospital Radiology Departments

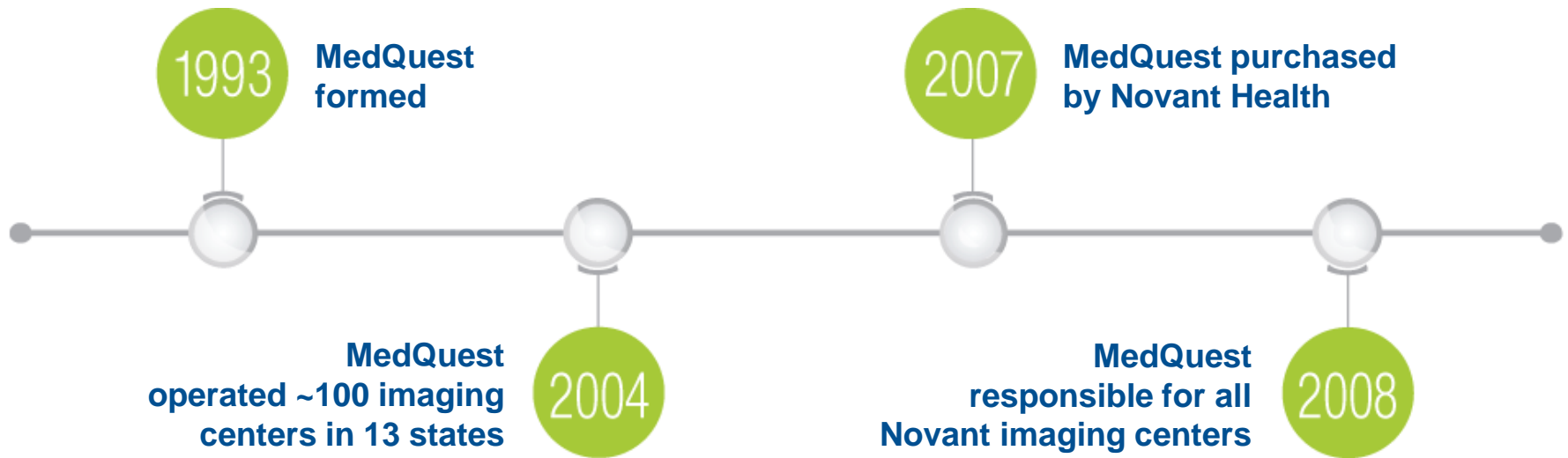
- Full management of 7 acute care hospital radiology departments

Mobile Imaging

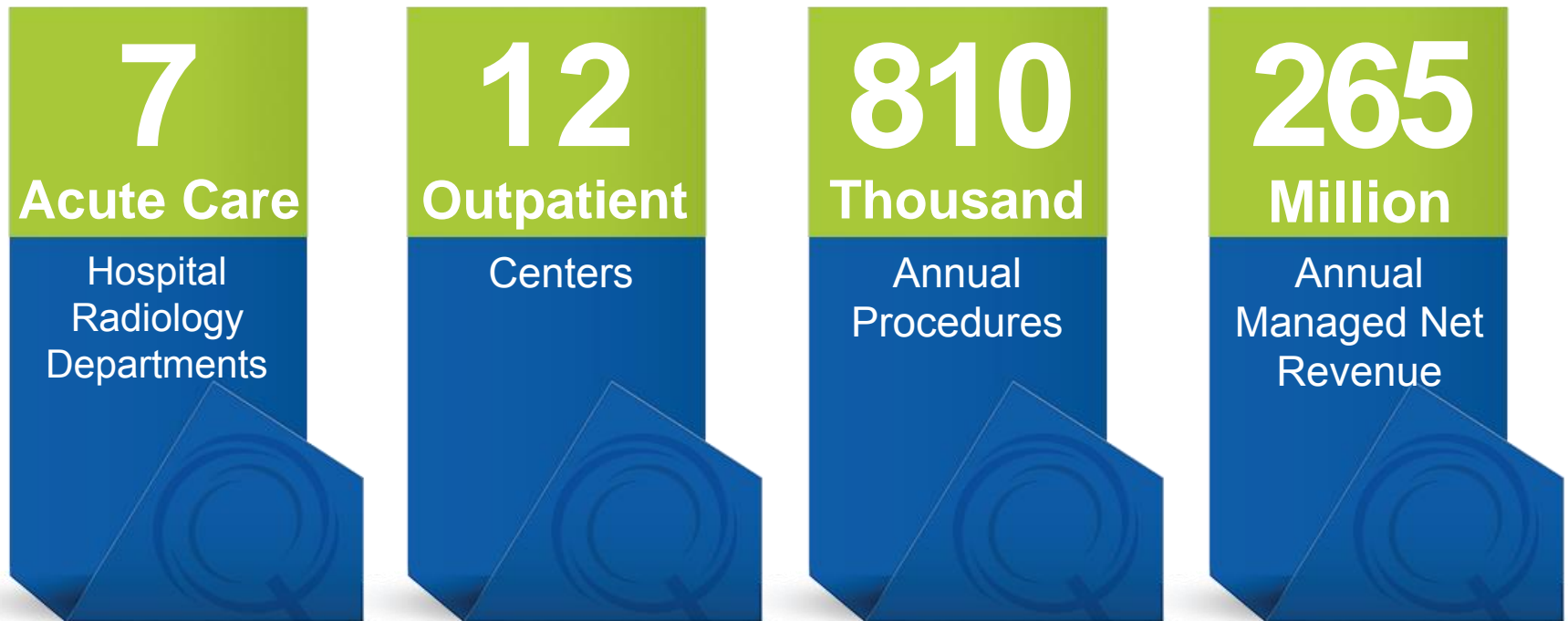
- Fleet of 15 mobile MRI units
- 8 mobile mammography and 4 mobile ultrasound units

One of the
country's leading
radiology management companies

MedQuest History and Background



Scope of Management Operations



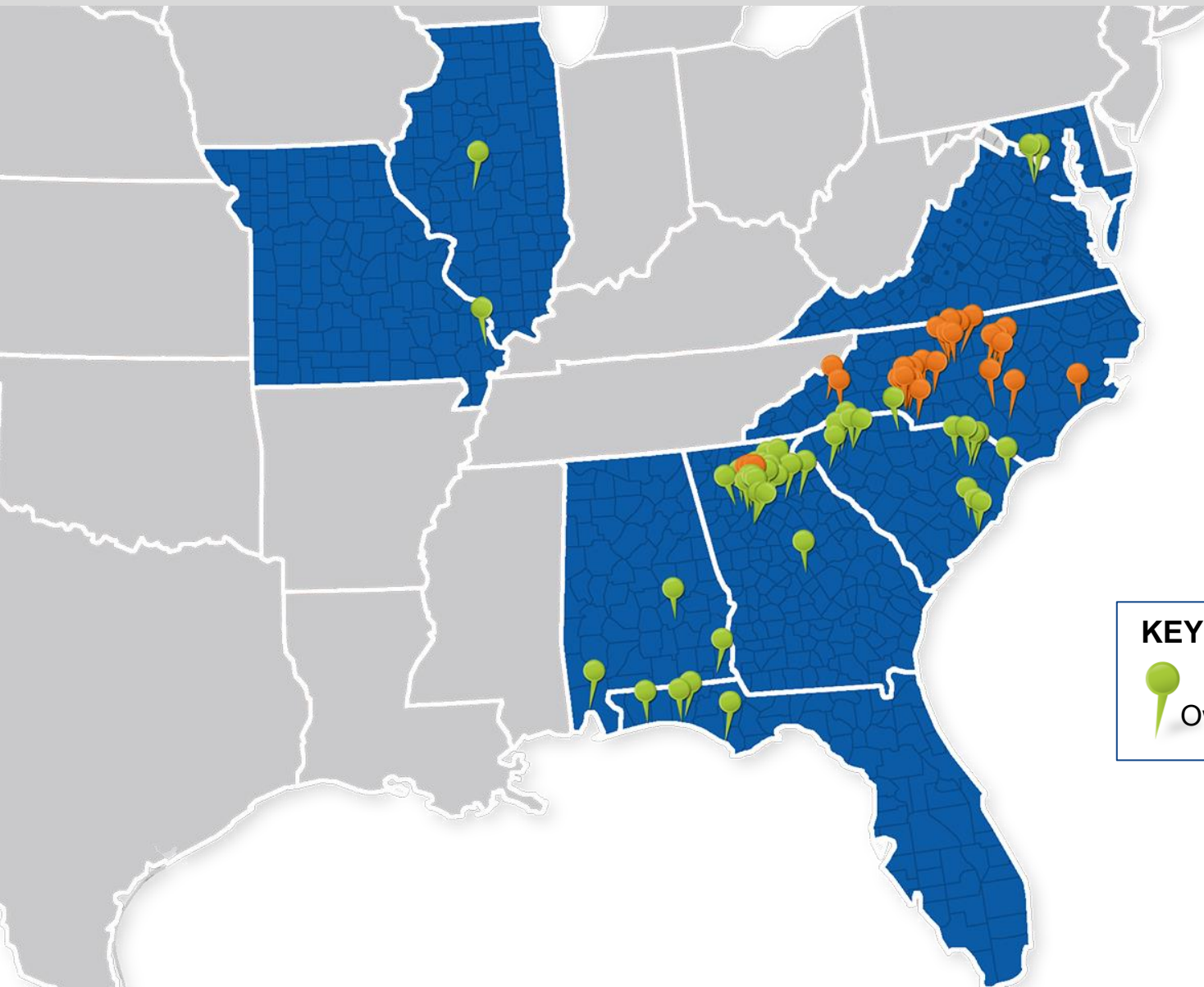
Settings and Services

Settings	Services
Acute care hospitals	Management of hospital radiology departments
Freestanding HOPDs	Management of hospital outpatient imaging centers
IDTFs	Management of hospital-owned and independent IDTFs
Physician offices	Turnkey development and management of diagnostic imaging operations for physician practices
ASCs	Operational and support responsibility, including billing, coding and collections, financial and accounting support and IT
Billing/back office	Billing, coding and collections responsibility for IDTFs, HOPD imaging centers, ASCs and third-party radiology groups
Mobile	Management, staffing and deployment of mobile MRI, PET/CT, ultrasound and mammography assets

Other services

- Operational management of a freestanding, hospital-owned cancer center
- Marketing and process improvement consulting for hospital-owned sleep lab and occupational health
- Full-service concierge scheduling service for large hospital-owned medical group

MedQuest Locations

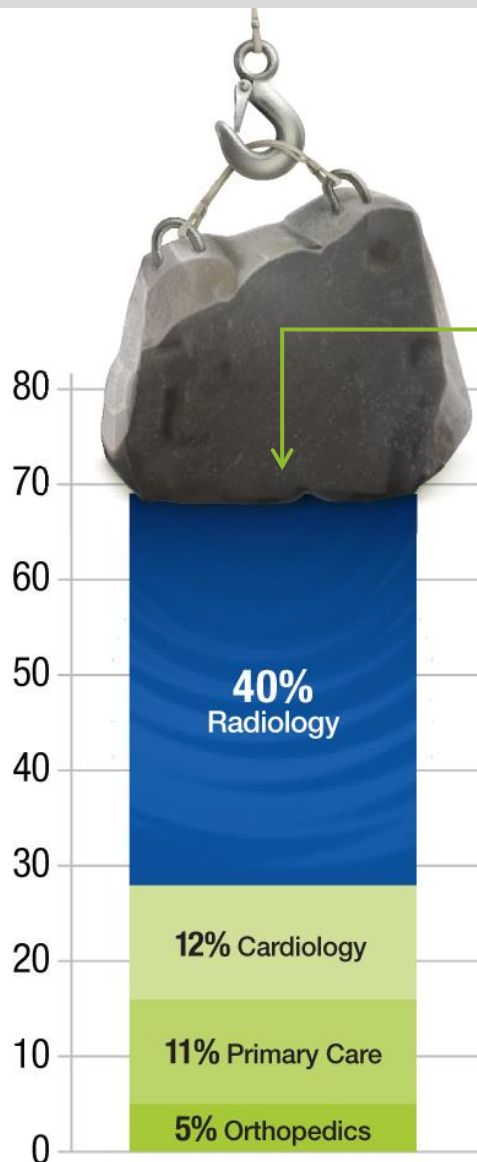


KEY

 Owned  Managed

Hospital Radiology Environment

Radiology is the most profitable outpatient service line in most hospitals, but this profitability is under ever-increasing pressure.



- Reimbursement pressures
- Price sensitivity of consumers
- Bundled pricing
- Authorization hurdles
- Rising labor costs
- Low-cost competitors

“Imaging is one of the health industry’s most lucrative assets. However, with increasing competition and economic downturn, it can little afford deficiencies in patient access. Extended hold times, scheduling problems, abandoned calls, and lost or missing orders can all contribute to a decline in business and efficiency.”
— The Advisory Board

Radiology Management Services



Data-Driven Sales and Marketing

- Professional staffing and oversight
- Physician-based selling
- CRM system



Operational Enhancements

- Optimized scheduling, workflow and productivity
- Order-to-scan conversion
- Transformation consulting



Revenue Cycle and Denial Management

- Denial management
- Time of service collections
- Improved price transparency and patient communications



Quality, Safety and Patient Experience

- Leading-edge metrics and dashboard
- High-quality patient experience
- Peer review



Strategic Development and Network Management

- Turnkey planning and implementation
- Consulting
- Network optimization

Services can be delivered individually or as a comprehensive solution.

MedQuest's comprehensive radiology management services increase profitability, optimize operations and enhance quality, safety and the patient experience.

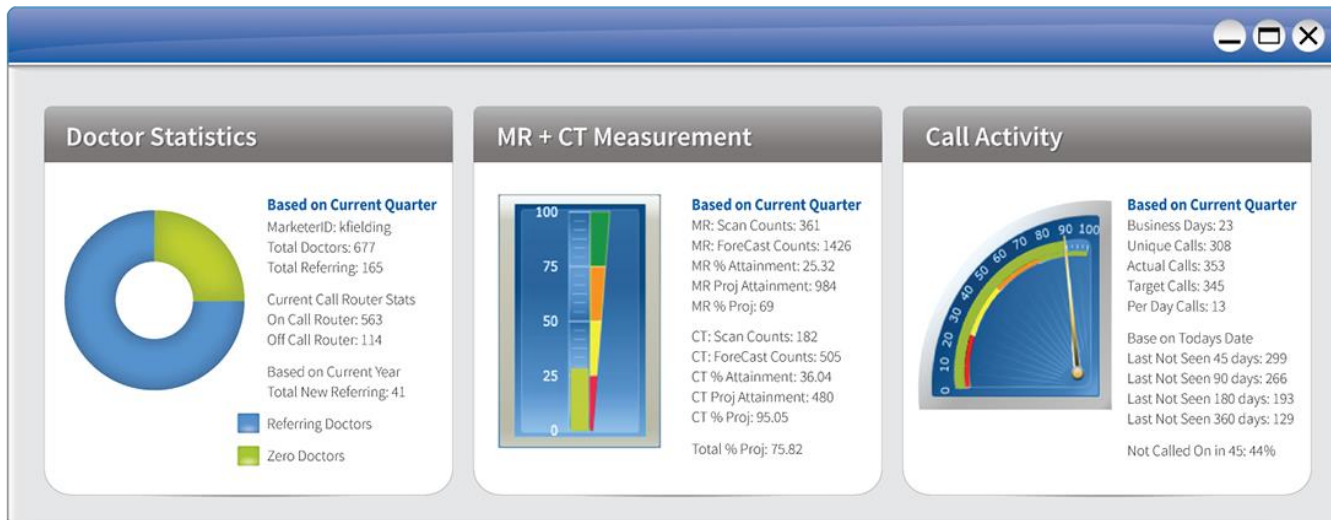
MedQuest's proprietary support systems integrate with existing hospital systems.



Data-Driven Sales and Marketing

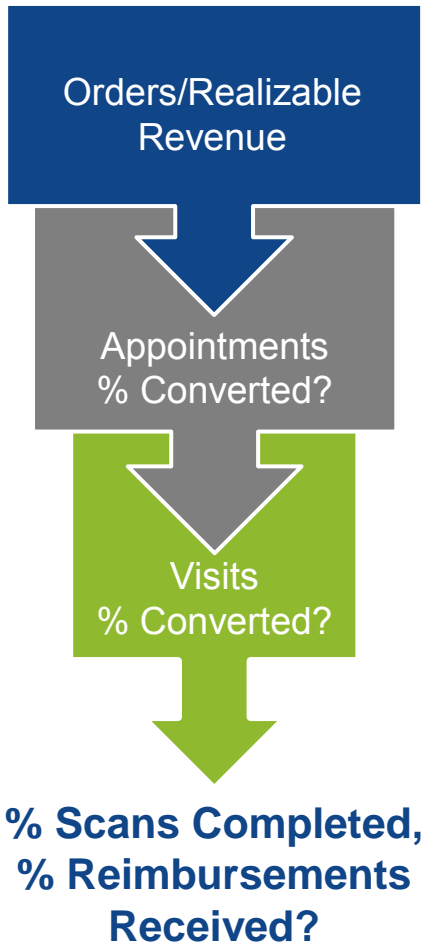
Dedicated marketing staff actively works with referral sources to increase volume, improve satisfaction levels and grow your top line

- Comprehensive sales and marketing plan
- Onsite, dedicated marketing staff for clinical selling
- Structured, thorough oversight from professional marketing leaders
- Collateral development
- Proprietary CRM system to supply critical referral data and tracking
- Forecasting and measurement

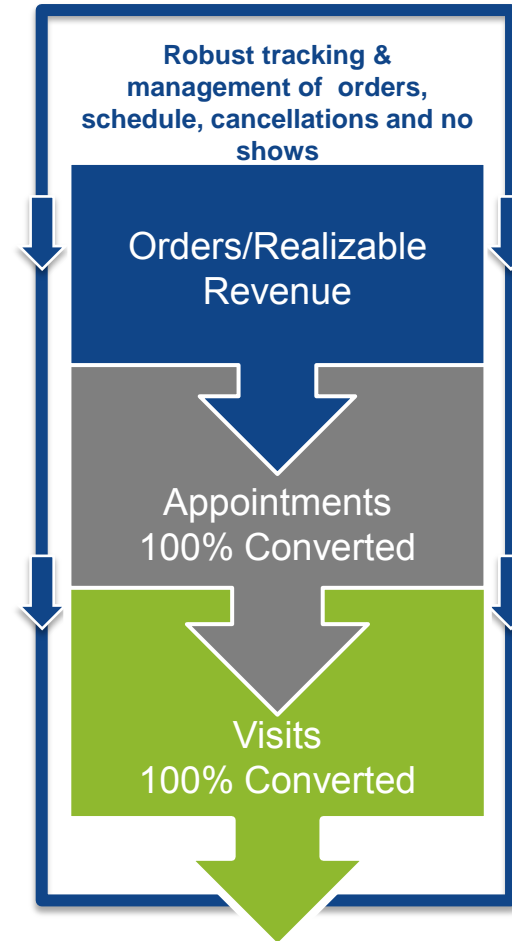




Transforming the Order Funnel



In most radiology departments, **there is significant leakage at each stage** of the order/appointment/visit process

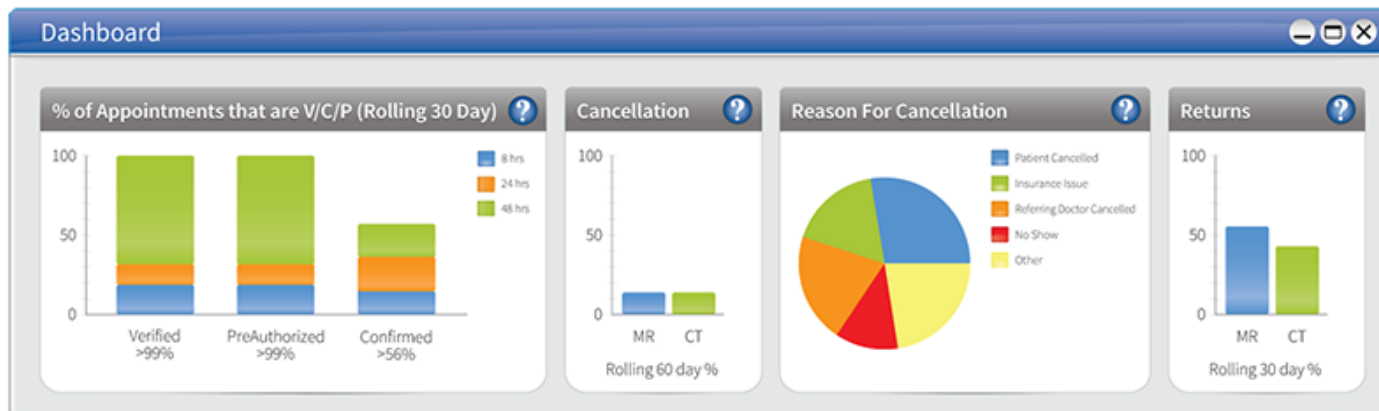


MedQuest's best practices and processes transform the funnel into a pipeline with the goal of converting 100% of orders to revenue



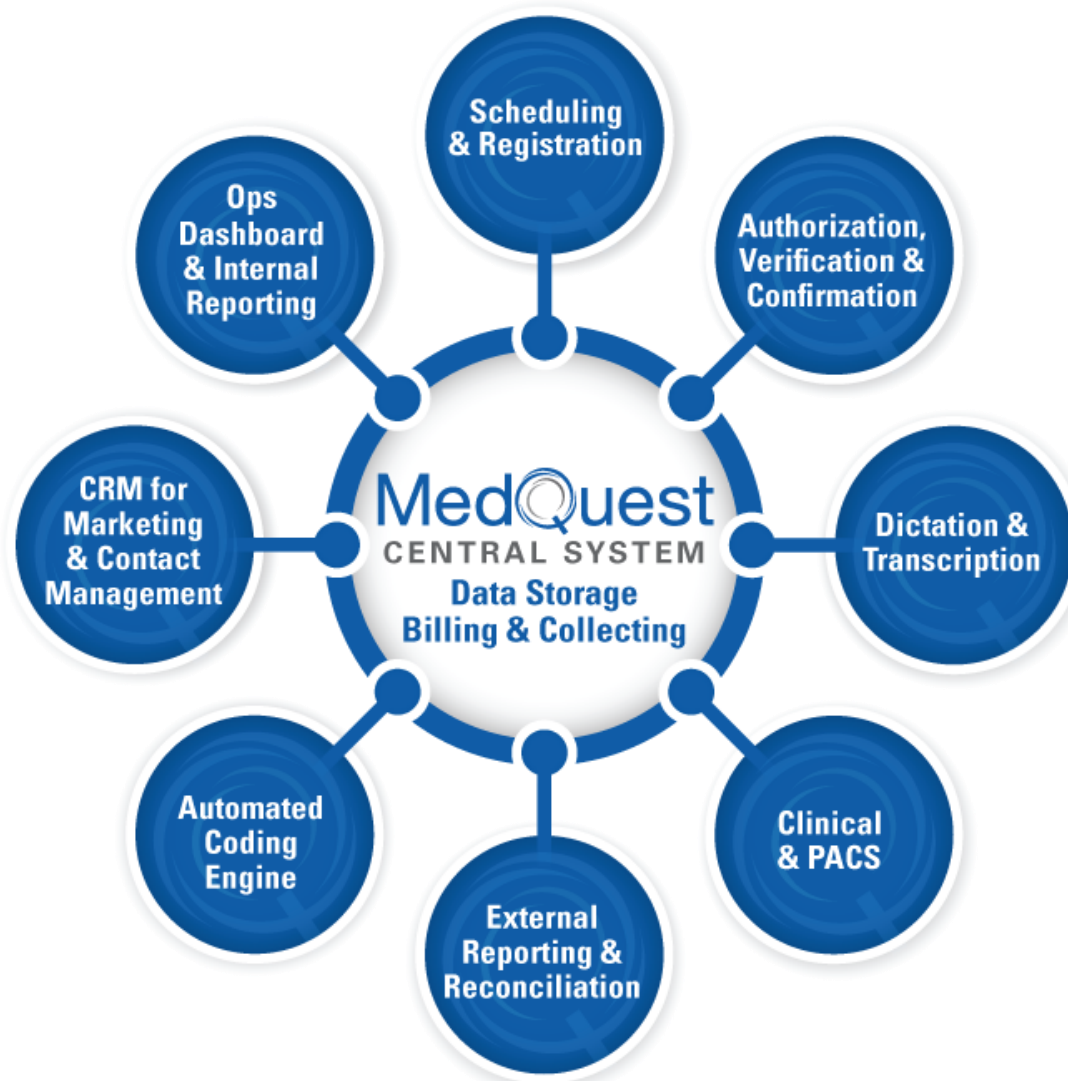
Operational Enhancements

- Day-to-day management of hospital radiology departments and freestanding imaging services (HOPD and IDTF)
- Proven processes that leverage staffing and optimize scheduling
 - ✓ Balance of scheduled OP visits and acute care IP volume (in radiology departments)
 - ✓ Improved workflow, productivity and patient throughput
 - ✓ Best practices for staffing and expense management
 - ✓ Enhanced order-to-scan retention/capture
 - ✓ Dashboards to track metrics in real time
 - ✓ Supports high-quality patient experience





Powerful Supporting Systems

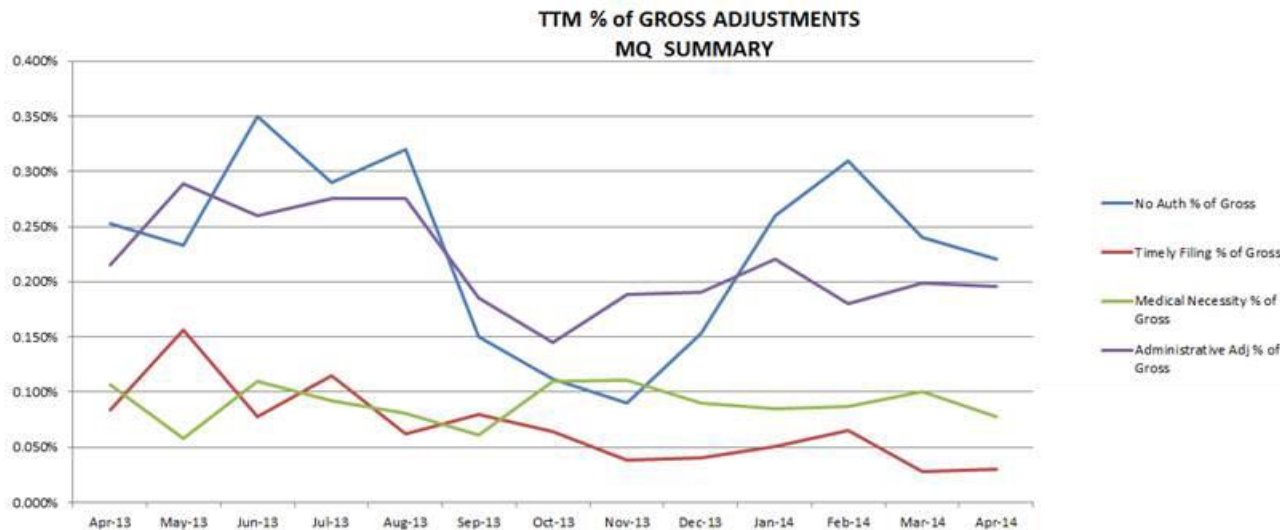


- Integrated end-to-end systems enhance revenue retention, optimize workflow efficiency and improve referring physician satisfaction
- Modular structure allows selective implementation that complements existing systems
- Proprietary software at forefront of industry for effectiveness and ease of use



Revenue Cycle and Denial Management

- Hospitals capture more revenue faster and ensure full compensation for services provided
- Comprehensive solutions that complement existing hospital initiatives
 - ✓ Pre-appointment and time-of-service payment initiatives
 - ✓ Denial tracking to reduce nonpayment rates
 - ✓ Cost transparency that improves the patient experience
 - ✓ Billing audits or assessments to identify opportunities for additional revenues

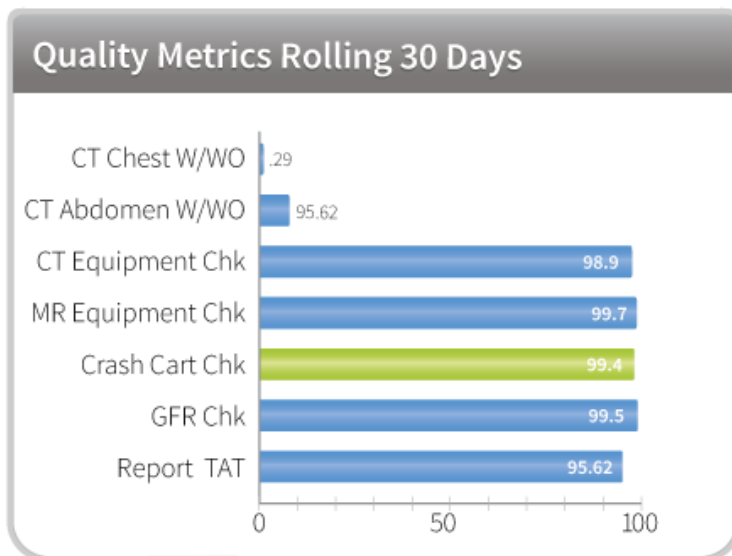


MedQuest has helped clients reduce denial rates from 4-7% to ~0.5% through proven processes



Quality and Safety

- Leading-edge metrics
 - ✓ Tracking and management of radiology-specific quality and safety measures
 - ✓ Customized safety metrics
- Physician peer review program
- Processes that improve the patient experience
- Unique service line scorecard
- Credentialing and enrollment to protect and increase revenue and OCF



Our managers are evaluated and compensated based on:

- ✓ Quality and safety
- ✓ Customer satisfaction
- ✓ Financial vitality

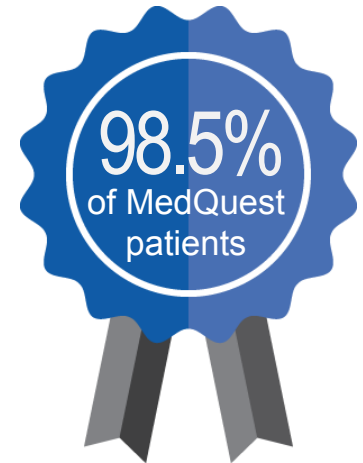


Patient Experience

Creating a positive patient experience is the foundation of MedQuest's management and operating approach

- Streamlined operations
 - ✓ Ease of scheduling
 - ✓ Single call
 - ✓ Shorter wait times
- Financial peace of mind
 - ✓ Price transparency
 - ✓ Pre-visit notification of financial obligation
- Patient comfort
 - ✓ Highly trained technologists
 - ✓ Special attention to patient concerns
- Industry-leading safety program

MedQuest is consistently rated highly by patients



said they would be likely to recommend MedQuest to others*

* Based on YTD 2014 survey data



Strategic Development

Comprehensive Project Planning and Implementation

MedQuest leverages deep project management expertise and relationships across multiple disciplines to deliver high-ROI projects on time and on budget

Strategic network planning

Market and financial analysis/due diligence

Legal and regulatory support, including CON

Facility design and construction

Equipment purchasing and service

ACR accreditation and payer credentialing

Payer contracting

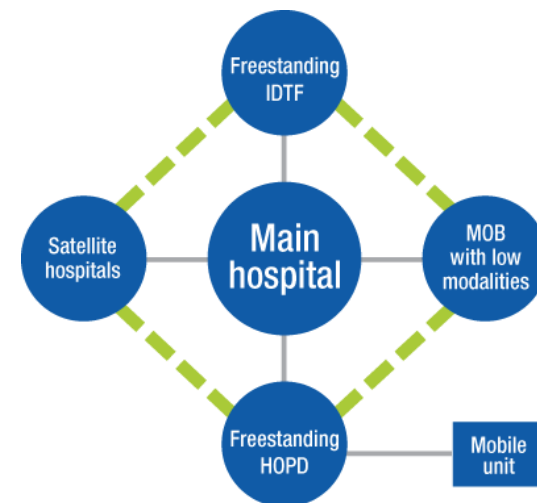
IT systems implementation and interface development



Network Management

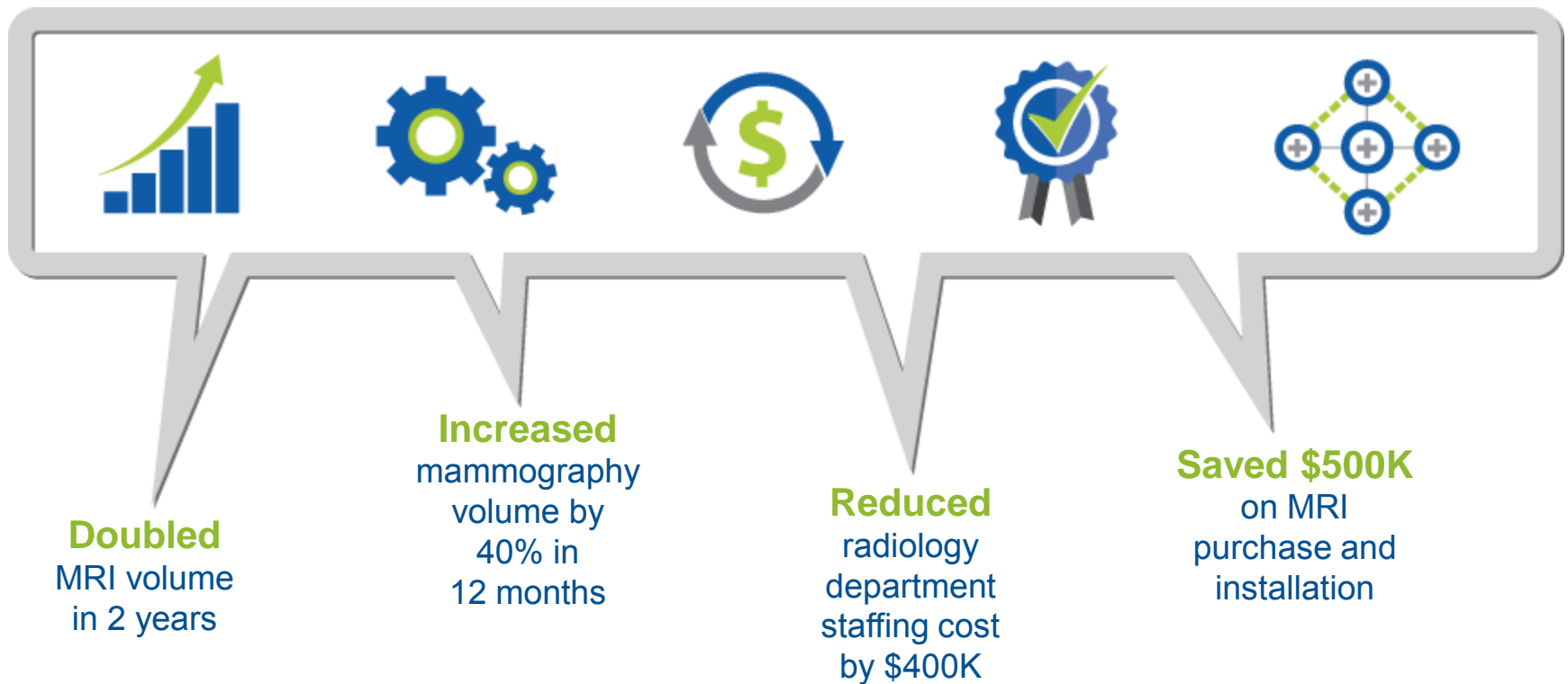
Maximizing the benefits of multi-site imaging networks

- Optimal mix of HOPDs and IDTFs
 - ✓ Best fit for each relevant market niche
 - Price-sensitive, value-based market
 - Price inelastic patient and physician customers
 - ✓ Business planning based on commercial plan designs
 - ✓ Experience with marketing both center types in the same market with different branding
 - ✓ IDTF to HOPD and HOPD to IDTF conversions
- Ideal distribution of assets
 - ✓ Geographic coverage
 - ✓ Distribution of high-end and market-standard equipment
 - ✓ Affiliated physician and other network needs (i.e., freestanding ED, urgent care, etc.)
- Mobile deployment
 - ✓ Fractional capacity
 - ✓ Testing and expansion into new markets



Imaging Transformation Results

MedQuest's transformation support identifies specific areas of opportunity across your network and implements solutions to capitalize on them. Illustrative results include:





CASE STUDY: Brunswick Medical Center

Highlights:

- Helped improve quality and the bottom line
- High quality customer experience
- Revenues up significantly
- Manage all radiology services
- Designed, trained and implemented radiology-specific marketing
- Developed physician-specific marketing plans and budgets
- Created new collateral materials and redeveloped referral pads
- Streamlined scheduling process
- Led hiring process for new hospital radiology manager
- Developed a weekly operational and financial flash report



WHY MEDQUEST?

Ask Shelbourne Stevens

President, Brunswick Medical Center

“Most hospitals only have one radiology leader, and it’s all on their shoulders. Having access to a wide range of experience through MedQuest is very beneficial.”

“MedQuest has been a huge asset for us. It’s one of the best decisions I’ve made in a long time.”



SCHEDULING

“In the hospital, we sometimes have to juggle a lot of balls in the air with trying to schedule outpatient, ER, OR and inpatients. MedQuest came in and showed us how to prioritize and meet all the demands – if not exceed the demands – of our customers.”

“MedQuest helps us better schedule outpatients so potential patients don’t go to another facility. Instead of holding spots in the schedule for possible inpatient imaging, MedQuest has really helped us have a mindset of filling our day and pulling patients in, instead of waiting for them to come to us. Instead of holding time, we can work in the inpatients when procedures don’t take as long as scheduled.”



QUALITY

“With MedQuest, we’ve improved the patient experience as well as the quality of scans. MedQuest made sure that the quality of the work by the technologists and the radiologists was up to par, identified any gaps and developed a plan for how to improve skillsets when necessary. We revised schedules to make sure that everyone was working at the top of their license – which our staff really appreciated.”

“In most instances, we had good, strong quality, but we talked about how to enhance it and how to go out and sell it in the community so someone would choose us over another facility.”

“MedQuest is the expert in imaging.”

“Typically hospitals tend to promote a lot of services at one time rather than having a dedicated resource for a single department. Having a person out in the field to visit clinics just to talk about imaging has really benefitted us and helped us uncover some struggles physicians may have had in the past.”



MARKETING





CASE STUDY: Prince William Medical Center

Highlights:

- Revenue growth of 20%
- New service and technology
- Stronger referral relationships
- Manage all radiology services
- Implemented new policy on 'no order' for screening mammograms
- Facilitated preauthorization program
- Streamlined and optimized the scheduling process
- Created a new patient itinerary
- Developed a turn-around time (TAT) report
- Enhanced marketing functions and expanded to other ancillary service lines
- Implemented a comprehensive women's imaging strategy
- Developed a weekly operational and financial flash report



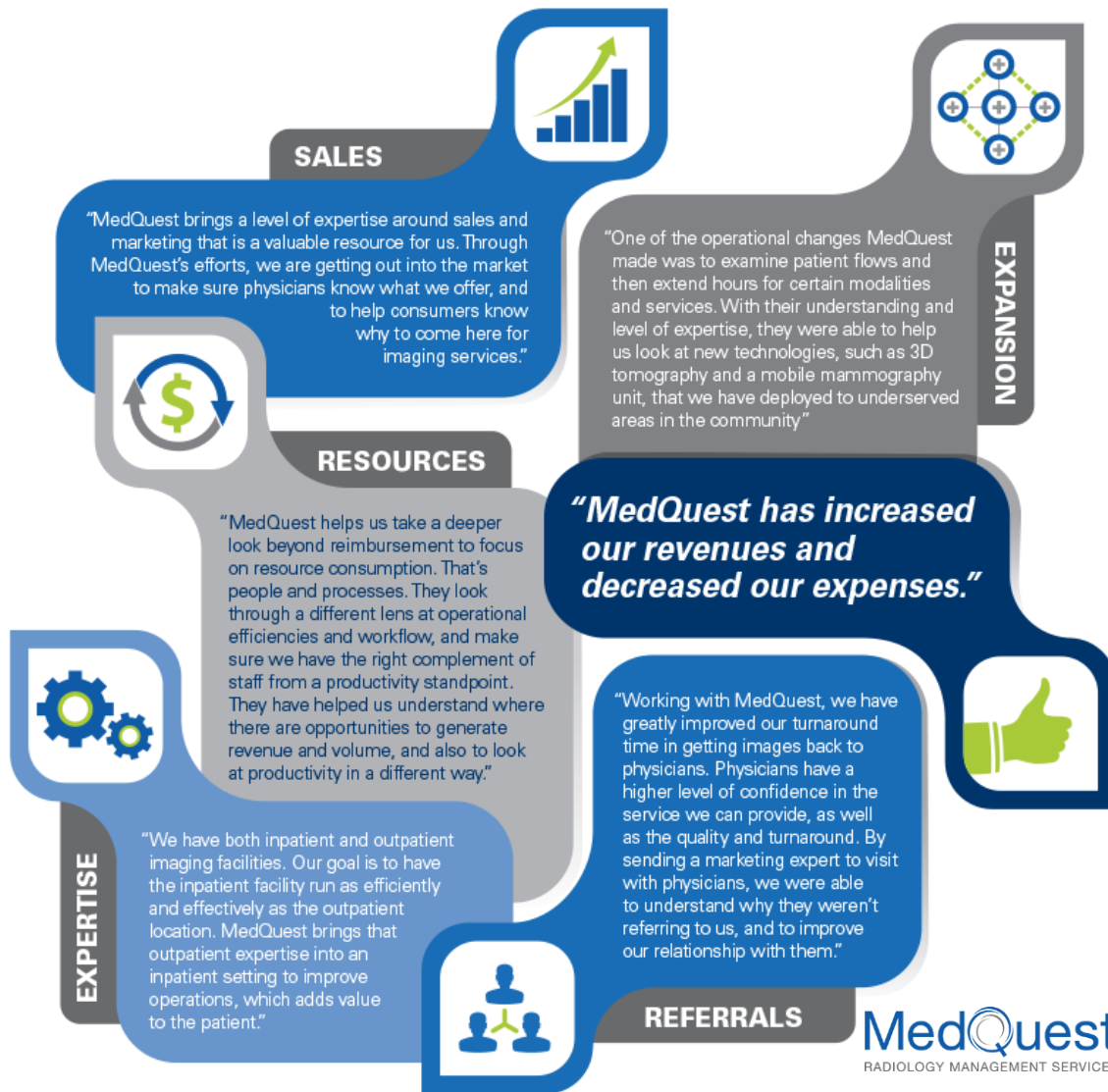
WHY MEDQUEST?

Ask Melissa Robson RN, BSN, MHA

President, Prince William Medical Center

“MedQuest helps us look at metrics related to quality and success, and identify opportunities.”

“The MedQuest team has been so receptive and open to new ideas. They have never said no; they jump in with both feet.”



Why MedQuest?

Comprehensive services, proven results



Data-Driven Sales and Marketing



Operational Enhancements



Revenue Cycle and Denial Management



Quality, Safety and Patient Experience



Strategic Development and Network Management

We deliver

- Increased revenue and profitability
- Streamlined operations with improved productivity
- Enhanced quality, safety and patient experience



Contact Us for More Information

Michael Villa
Chief Sales and Marketing Officer
678-992-7231
