

Nuclear Medicine Program

Downstream Revenue Case Study



Scope of Work:

HCI works with the hospital with the goal of providing excellent patient care by providing services 'close to home'. In this particular case, HCI provides nuclear medicine imaging services (both cardiac and general nuclear) in a critical access hospital. Standing alone, this modality provides \$163,000 annually in bottom line net revenue. They have an average volume of 35 scans per month (divided 70% cardiac and 30% general nuclear). The goal of this case study is to show that there is additional revenue obtained by this modality downstream. We focused on hepatobiliary imaging (HIDA scans) that led to laparoscopic cholecystectomies that were also performed on site by the general surgeon.

Financial Outcome:

This site performed 35 HIDA scans. Of the thirty-five, 17 were abnormal and required surgery. Given the HOPPS reimbursement rate for laparoscopic cholecystectomy averages around \$4,000 nationally, there was an additional gross revenue of \$68,000 kept at the hospital in 2016. This is revenue that would have been absorbed by the larger medical center if the patient had to travel to have the HIDA scan.

Recap:

In addition to the revenue generated by the imaging modality, one must take into account the downstream revenue that can be generated by adding important diagnostic imaging services. This case study is solely reviewing one diagnostic test, but there are others (ex: thyroid, bone scans, lymphoscintigraphy, and more!) HCI's program has provided a model that fosters growth, improves patient care, and provides the community access to advanced medical technology without the need to travel to the larger cities.

Heart Care Imaging, Inc. is a full service diagnostic imaging solutions provider founded in 1998. Since our inception we have worked with large and small hospitals to provide important imaging services to patients. HCI brings the technology, industry knowledge, and resources needed to successfully establish and maintain quality diagnostic imaging modalities that are beneficial to patients and to the hospital.



HCI is currently working with numerous rural health hospitals in multiple states across the US, in addition to our large university based and cardiology based sites that span across the country. We are dedicated to the market and to providing essential imaging services to underserved rural areas. Let our industry experience benefit your institution.