

# Taking the Leap from Mobile Nuclear Medicine to the Fixed Hospital-Based Lab



## Taking charge of the nuclear medicine department.

When HCI initially contacted this rural hospital, they were utilizing the services of a company that provided mobile nuclear medicine one day a week with a shopping cart of extra fees and pressured them to purchase isotopes directly from them. HCI approached the hospital leadership with a proposal to bring the nuclear lab within the radiology department for 24/7 access. HCI provided their national contracting rates for the hospital to purchase isotopes at a significant discount from a separate radio pharmacy, provided the licensing and equipment, training for their staff, and monthly marketing at a fixed monthly expense that was a third less expensive. **After three months the program has more than doubled their volume from their previous arrangement.**

*Our goal is to provide a service line for the patients locally that enhances their healthcare while also aiding the facility.*

### Key Takeaways:

- Providing nuclear medicine services in-house expands the service line for patients.
- In-house nuclear labs have the ability to add greater than \$100,000 annually in net revenue.
- HCI partners with numerous hospitals to provide imaging services that can benefit your hospital and your patients.

For years, the hospital relied on a mobile nuclear medicine company that did not have the best interests of the community at heart. HCI prides itself on providing exact solutions for the unique needs of hospitals in rural America. In this instance the hospital already had a nuclear medicine technologist on staff fulfilling other roles within the radiology department. But with him nearing retirement we came up with a plan to send a younger technologist within the department to nuclear medicine school. HCI trained both and together we are running the highest quality nuclear medicine lab in the state.

HCI worked with leadership at the hospital to show them that they were losing out on substantial revenue and service lines that could benefit their patients. During the pandemic in 2020, HCI helped the hospital open the nuclear medicine lab on a full-time basis to perform nuclear cardiology as well as general nuclear medicine studies. The nuclear medicine studies are routinely performed Monday through Friday, but the providers know that we can scan on the weekends if needed.

HCI worked with local physicians to educate them on the proper use of nuclear medicine scans for diagnosis of their patients and continues to provide monthly marketing to ensure the program continues to operate efficiently. Through this continued support the volume at this location increased from 5-10 studies to greater than 20 studies a month. This equates to an additional net revenue of more than \$300,000 annually for the hospital.

This was the fifth nuclear medicine lab that HCI opened and supported in 2020 despite the COVID-19 pandemic. By providing the exact level of service that any given hospital requires, minimizes the expenses, and maximizes productivity. Keeping these in balance ensures the profitability of the hospital allowing for improved and additional service lines and excellent patient satisfaction.