

# Saving a Diagnostic Imaging Satellite Location



## Services Used

Referral Analysis

Collateral Development

Physician Relations

28%  
Growth



## The Center

A health system had an outpatient diagnostic imaging center located 8 miles away from one of its hospitals in a medical building with several practices across multiple specialties. The imaging center provided walk-in access, comfortable environment, high quality equipment and excellent service.



## The Problem

The imaging center was not getting enough volume to sustain itself. 80% of the referrals came from the practitioners in the same building. The potential referrers outside of the building were not familiar with the imaging center. Additionally, the center was located less than three miles away from a competing hospital/health system which captured the majority of volume due to HMO capitation.



## The Solution

Leadership at MY Medical Marketing was engaged to analyze the referral data and expand the referral network. The referral analysis revealed that there was a significant opportunity for referral growth by engaging with the 52 practices within a ten mile radius of the imaging center. It was qualified that only 13% of the surrounding potential referral sources were aware of the outpatient imaging center. MY Medical Marketing coordinated with the hospital system to create materials appropriate to the referral development effort. Ultimately, the health system opted to utilize a representative with MY Medical Marketing to develop relationships and understand the referring process at each new potential referral source. Through a consultative approach, the representative was able to determine that the outpatient imaging center offered superior service when compared to the competing hospital in terms of ease of access, report quality as well as turnaround time. The representative determined the process of making diagnostic imaging referrals at each of the offices called on and influenced staff accordingly.



## The Result

After completing the referral analysis, developing appropriate collateral/materials and utilizing a physician liaison, the outpatient imaging center experienced a 28% growth in procedure volume over 15 new referring practices within six months. 100% of the offices called on are now aware of the diagnostic imaging center and has allowed the hospital to engage these new referral sources beyond diagnostic imaging to include additional hospital service lines.