

IMAGING ELEVATED

THE CANOPY PARTNERS MAGAZINE | 2019

GETTING TO YES

How to Get Your Hospital Partners to Approve New Radiology Initiatives

UNIFIED RADIOLOGY PLATFORM

How a Growing Practice Shifted from Chaos to Consolidation

CASE STUDY

Radiology Concierge Service Frees Up 3-6 Minutes Per Hour for Radiologists

INFORMATION IS POWER

The Value of Getting an Objective, Independent Look at Your Practice from a Trusted Third Party

INCREASE NET COLLECTIONS WITH A REVENUE CYCLE AUDIT

Billing Recommendations and Best Practices for Imaging Businesses

CANOPY PARTNERS IMAGING SUMMIT

Conference Preview and Q&A



Imaging Elevated **CANOPY PARTNERS**

A Technology and Business Services Company Elevating the
Role of Medical Imaging Across the Healthcare Value Chain

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CONTENT

4 **GETTING TO YES**
How to Get Your Hospital Partners to Approve
New Radiology Initiatives

6 **UNIFIED RADIOLOGY PLATFORM**
How a Growing Practice Shifted from Chaos to
Consolidation

9 **CASE STUDY**
Radiology Concierge Service Frees Up 3-6
Minutes Per Hour for Radiologists

12 **INFORMATION IS POWER**
The Value of Getting an Objective, Independent
Look at Your Practice from a Trusted Third Party

14 **INCREASE NET COLLECTIONS WITH A
REVENUE CYCLE AUDIT**
Billing Recommendations and Best Practices for
Imaging Businesses

17 **CANOPY PARTNERS IMAGING SUMMIT**
Conference Preview and Q&A





A WORD FROM WORTH

WORTH SAUNDERS
President of Canopy Partners



Radiology groups and imaging facilities are taking proactive steps to direct their future and enhance their value proposition with technology.

The imaging sector continues to evolve quickly. Competition from new, and existing, players is driving innovation and new investments to meet customer demands and enhance strategic positioning. Also, macro environmental factors, such as new payor policies, are creating some winners and losers in the marketplace.

With this backdrop, many radiology groups and imaging facilities are taking proactive steps to direct their future and enhance their value proposition to their key customers using technology. We explore some examples of this type of innovation from the perspective of radiology groups who are investing in their businesses in the pages that follow. Radiology groups are asking questions, such as:

- How do we improve our reading workflow now that we serve multiple hospitals and imaging

facilities with disparate PACS and VR systems? What type of efficiencies and service levels can be gained from a unified reading platform?

- How do I know if my revenue cycle management operation is operating effectively?
- My radiologists are getting burned out and frustrated with interruptions and administrative tasks during the workday. What are some potential solutions to minimize this?
- Our hospital is not interested in helping us improve our reading workflow or making any investments of time or money in that arena. What can we do?

The Canopy Partners Magazine addresses many of these questions that we hear from groups in a variety of different types of markets around the country (small, medium and large). Thanks for reading, and we hope you find the articles within our magazine to be beneficial for your business.

As part of this publication, we are excited to share with you that Canopy Partners is joining forces with Radiology Partners (RP), the nation's largest and fastest growing radiology practice. Canopy Partners will continue to offer the same range of services to the healthcare market and will operate as a standalone division within RP. It will act as an unbiased advisor with strong safeguards in place to protect client confidentiality and neutrality. RP offers us new investment and expertise to help Canopy enhance its service offerings into the future and continue our culture of innovation and excellent service to our clients.

Best,

Worth Saunders

EXCITING CANOPY PARTNERS' CLIENT NEWS



INDIANAPOLIS, INDIANA

A private radiology group with 50 radiologists reading 1,200,000 annual studies.

Engaged with Canopy Partners for a unified radiology platform:

- PACS
- VR
- Worklist
- Interface Engine
- Project Management
- IT Support



BROCKTON, MASSACHUSETTS

A private radiology group of 50 radiologists covering 8 hospital facilities and 15 off-campus/free standing sites, reading 700,000 studies annually.

Engaged with Canopy Partners for:

- Radiology Concierge Services



SARTELL, MINNESOTA

A private radiology group of 16 radiologists working across 4 hospitals and 6 imaging centers, reading 300,000 studies annually.

Engaged with Canopy Partners for:

- PACS
- Voice Recognition
- IT Support
- Analytics
- Credentialing



TRAVERSE CITY, MICHIGAN

Three separate radiology groups working across 8 hospital facilities and 25 imaging centers, reading 450,000 studies annually.

Engaged with Canopy Partners for a unified radiology platform:

- PACS
- VR
- Worklist
- Interface Engine



MYRTLE BEACH, SOUTH CAROLINA

A private radiology group with 42 radiologists working across 10 hospital facilities, 27 medical offices, and 2 hospital imaging centers, reading 1,000,000 studies annually.

Engaged with Canopy Partners for a unified radiology platform:

- PACS
- VR
- Worklist
- Interface Engine



MELBOURNE, FLORIDA

An imaging center group with 2 full-time and 5 part-time radiologists covering 2 imaging centers, reading 70,000 studies annually.

Engaged with Canopy Partners for:

- Radiology Billing
- Credentialing
- Coding
- Customer Service



GETTING TO YES

HOW TO GET YOUR HOSPITAL PARTNERS TO
APPROVE NEW RADIOLOGY INITIATIVES



*The primary barrier to
gaining hospital buy-in
involves trust with data.*

GETTING TO YES WITH YOUR HOSPITALS

As radiology groups continue to grow their reading networks across multiple unaffiliated hospitals, imaging centers, and physician offices, the challenge of providing quality service across an increasingly complex environment is becoming more acute. Many radiology groups who have been opportunistic and have grown quickly find themselves interpreting out of multiple PACS and Voice Recognition platforms. At the same time, their referring hospitals, imaging centers, and physician offices continue to ask radiology groups to provide subspecialty reads 24/7 while ensuring that the content of these interpretations is uniform in structure.

The result of this rapidly evolving landscape is that a radiologist often has to swivel between several platforms, sometimes study-by-study, within the same shift. They must interact with facility EMRs to see the patient history as well as other advanced imaging systems and toolsets. There is a growing list of software platforms that radiologists must interact within real-time to perform interpretations.

Unfortunately, all these factors place growing radiology groups in a compromised position and place radiologists in a very inefficient environment

leading to increased stress and low job satisfaction. Many radiology groups are unable to perform the desired high percentage of subspecialty interpretations.

THE ANSWER: UNIFIED RADIOLOGY PLATFORM

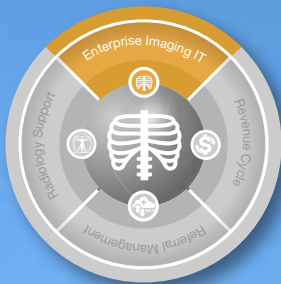
The technical answer to this conundrum is the Unified Radiology Platform (URP). In a URP, all studies are read from a single read station containing one Worklist, one PACS, and a single Voice Recognition platform. Sometimes the URP includes a single HL7 interface engine for normalizing exam codes between disparate referring facilities.

Many radiology groups understand the benefits of a URP initiative but don't move past the vision stage of the project because hospital partners do not understand the benefits or support the initiative. Imaging centers and physician offices are often quite prepared to have their studies interpreted in outside platforms, but hospitals can provide quite a challenge when being asked to send their data outside of their walls for interpretation.

Canopy Partners has helped radiology groups across the country implement URPs and convince their hospital partners to say YES. We often recommend the following general steps for presenting the business case to hospital and imaging center partners and getting to YES:

1. Align your group around the benefits of a URP. If the radiology group hasn't been brought into the initiative, it's DOA. Ensure your entire group knows why the URP will work and understands that it's a long process demanding significant investment. There are no quick, inexpensive overnight fixes.
2. Speak executive to executive, not radiology group to hospital IT department. Hospital IT departments are quite overburdened and can often barely see beyond the EMR's needs. Get permission from the executive staff (CEO, CTO, CMIO, CMO, and Radiology Department Director). Have the leaders direct IT toward alignment with the organization's goals.

Continued on page 20.



UNIFIED RADIOLOGY PLATFORM

HOW A GROWING PRACTICE SHIFTED FROM
CHAOS TO CONSOLIDATION



MIKE BROWN, MD
Managing Partner,
Carolina Radiology Associates



*We were logging into
seven systems each
night on call, shuffling
from one monitor to the
next, with different
shortcuts, hanging
protocols, and dictation
systems.*



THE SITUATION

Every radiology practice must ask how they can leverage technology to be more productive, efficient, and subspecialized.

Finding an answer to the technology question is what led Dr. Mike Brown, a Managing Partner at Carolina Radiology Associates (CRA) based in Myrtle Beach, South Carolina, to encourage his group to transition from a highly disparate reading environment with seven different PACS and four dictation systems to a Unified Radiology Platform with one primary PACS and VR in April 2018.

A collegial merger with another regional practice in 2013 - taking CRA to a 42-physician member group covering multiple hospital systems, offices, and urgent care facilities across the state - heavily influenced the decision to pursue a comprehensive technology solution.

RADIOLOGISTS AT A CROSSROADS

CRA knew that to remain at the head of the pack they had to make a cultural and financial commitment to technology and infrastructure.

When Dr. Brown joined CRA in 2005 some of their sites still used film. Over the next five years, they progressed to an entirely digital environment at all sites and grew their teleradiology business significantly. Soon the need to integrate with EMRs and RIS systems at various locations became painfully obvious.

Dr. Brown notes, "In 2011, we were using five different viewers and four different dictation systems (including multiple sites with medical transcription and no VR). This grew to seven PACS over the next three years."

Then, in 2013, CRA pursued a merger with a neighboring group, doubling staff and geographic coverage.

FROM CHAOS TO CONSOLIDATION IN THE READING ROOM

"We had always prided ourselves in covering our call internally, sharing those responsibilities equally, and avoiding any outsourcing. However, we were now logging into seven systems each night on call, shuffling from one monitor to the next, with different shortcuts, hanging protocols, and dictation systems. Clearly, this made our job harder," says Brown.

When hiring new radiologists, the group had developed a dedicated orientation period to acclimate new hires to the numerous systems. Extensive orientation resulted in lost productivity while new radiologists adjusted to the environment.

Additionally, CRA had reached a critical mass on its ability to grow and expand the practice. There simply was no capacity to add new PACS systems.

Continued on next page.

The pursuit of unified solutions began in 2015 with Dr. Brown's efforts to figure out a better solution. Along the way, he saw the need for an experienced, trusted advisor to help guide this process. In December of 2016, CRA engaged Canopy Partners. Together, CRA and Canopy successfully navigated the journey to launch a Unified Radiology Platform.

DEFINING THE SCOPE OF YOUR UNIQUE SOLUTION

Dr. Brown has a background in computer programming. He knew that what he wanted (layering of technology and one unified solution that the group could control from start to finish) was feasible.

CRA had three strategic objectives:

1. Invest in the right technology for efficient radiologist workflow
2. Control the data to improve medical billing and collections as well as show the value of radiology to the hospitals and other providers
3. Build strategic relationships with hospital partners

But Dr. Brown knew that the devil would be in the details. "I knew Canopy was the right way to go for us; we'd already done the research. I knew that no one else was doing what Canopy does with the reputation for success that they have. Going at it alone was just too complex. We'd tried single vendors, all saying they could meet our needs across different hospital environments. But none of these stand-alone vendors could deliver as promised," remembers Brown.

When Dr. Brown and Dean Doucette, CRA's CEO, presented

their enthusiasm for investing in a unified approach to workflow and a new attitude toward serving up excellence in radiology across every single workstation, questions arose among the general partnership regarding costs and outcomes. "Canopy leadership was instrumental in getting buy-in because they showed hard data on what a potential Unified Radiology Platform could be worth to our group," says Dr. Brown.

Once a decision was made to move forward, the more technical side of Canopy came into play with many meetings to help detail current workflow, desired future workflow, and available vendor configurations.

"The amount of work they saved us from vendor calls and long Webex demo sessions, and maximizing the ability to compare and contrast products was substantial," Dr. Brown believes.

ACTING AND THINKING LIKE A NEXT GENERATION RADIOLOGY GROUP

"We understood the ordering patterns and how to track data. What we needed was a system that allowed us to go back to insurance providers, hospitals, and referring docs and show our value in the form of real numbers. We needed a unified worklist," Brown emphasizes.

Smaller groups are struggling today with the technology investments. Sometimes strategic partnerships are the answer to gain economies of scale. CRA hopes to become a partner for small groups that want to grow through cooperation and collegial mergers.

"We undertook this project not only to solve our current workflow issues, but to position Carolina

Radiology to be a regional leader for hospitals, payors, and other practices," shares Dr. Brown.

CONCLUSION

CRA has evolved dramatically since the days of reading exams on a single platform. The group is now the largest private radiology practice in South Carolina and well on their way to reading more than one million studies per year within a seamless reading environment that consists of one PACS, one VR, and one worklist along with an interface engine. Their sites have been receptive and are excited about CRA's investment in the medical community. The radiologists are happier and more productive. The group is well positioned for future growth and expansion.



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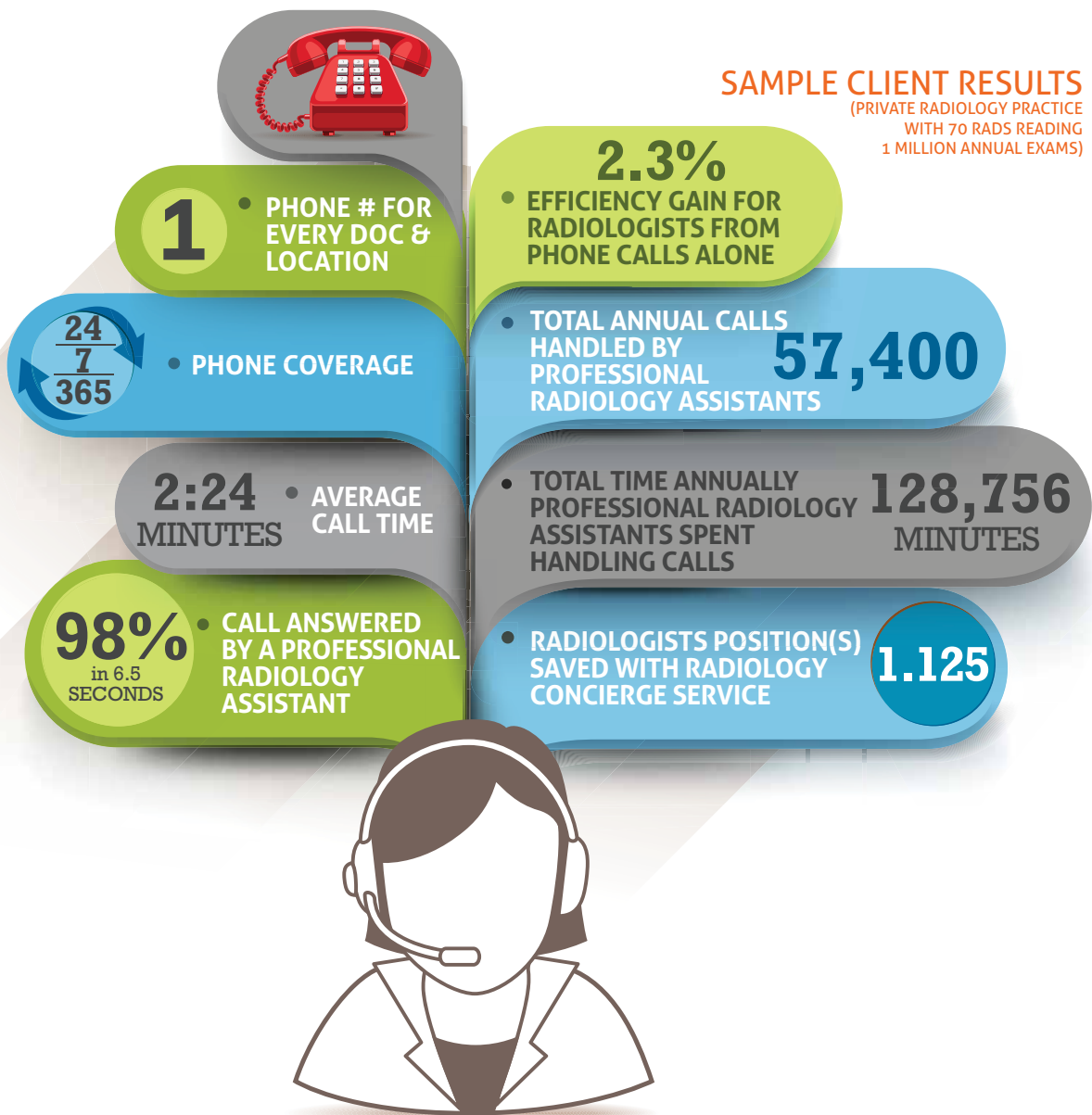


CASE STUDY

RADIOLOGY CONCIERGE SERVICE FREES UP 3-6 MINUTES PER HOUR FOR RADIOLOGISTS

RADIOLOGY CONCIERGE

An outsourced call center for supporting radiologists in the many communication and administrative tasks that impact their workflow.



*results may vary depending on size of practice and number of radiologists



STEVE SHANABERGER
Executive Director of Imaging,
Cone Health System



RADIOLOGY CONCIERGE SERVICE FREES UP 3-6 MINUTES PER HOUR FOR RADIOLOGISTS

THE PROBLEM

Radiologists spend a good portion of every day answering phone calls and dealing with interruptions, distracting them from reading patient exams.

THE SOLUTION

Recognizing the frustration that radiologists feel when distracted repeatedly, Canopy Partners developed the Radiology Concierge Service - an outsourced call center that reroutes phone calls for radiologists to a team of Professional Radiology Assistants (PRAs).

PRAs route inbound calls to the reading room, correct study errors, and communicate results to referring physicians and techs on behalf of the radiologists. This service increases the efficiency of physicians by offloading less productive, non-clinical work to assistants. For hospitals and referring facilities, the service makes it easier to get to the right radiologist at the right time, and it vastly improves operational efficiency and patient care.

The Radiology Concierge Service leverages a "Smart Worklist" and a team of PRAs to divert phone calls and other administrative tasks to support personnel who can handle many of the tasks that commonly fall to radiologists in the reading room. By bundling these two solutions together, Canopy Partners has created a highly

differentiated offering that can improve a radiologist's productivity by 5-10%, saving each radiologist 3 to 6 minutes per hour.

IMPROVED HOSPITAL & RADIOLOGIST EXPERIENCE

Two organizations that are having great success with the Radiology Concierge Service are Cone Health and Greensboro Radiology (GR). Based in central North Carolina, Cone Health and GR have used this service for several years resulting in measurable improvements in operational efficiency and radiology satisfaction scores from patients, technologists, and referring physicians.

Steve Shanaberger, Executive Director of Imaging Services at Cone Health, states, "The PRAs serve a vital role in bridging between staff and radiologists. They facilitate faster communication and connection for those varied resources whether it's a provider or a technologist. From a tech perspective, it is a value-add to be able to share a need and connect with a specific radiologist via the PRA, who does all that legwork. Productivity for the tech as well as the radiologist is maintained - it's a total advantage."

Continued on page 20.



*Prior to having the
**single phone
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PRAs can make the
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efficiently.*



INFORMATION IS POWER

THE VALUE OF GETTING AN OBJECTIVE,
INDEPENDENT LOOK AT YOUR PRACTICE
FROM A TRUSTED THIRD PARTY



TIFFANY MULLIS-BRITTAIN
Executive Director,
Catawba Radiology



DEVELOPING A ROADMAP FOR INVESTMENT

"In a highly competitive field like radiology, trust is everything, but knowledge is power."

These were Tiffany Mullis-Brittain's words when interviewed regarding the path Catawba Radiology Associates took to make informed decisions about investments and technology. As Catawba Radiology's Executive Director, Mullis-Brittain knew that the first step was understanding the myriad options and the costs associated with each.

Catawba Radiology engaged Canopy Partners to perform an objective, independent assessment of her practice's IT and revenue cycle operations. The goal was to help their group develop a roadmap for future investments and provide recommendations to improve their business and competitiveness. The assessments provided insight into current gaps and deficient processes. "We got to know and trust Canopy Partners through the assessment project. It was a big deal. We learned a great deal about the market and how to optimize our workflow, processes and performance," notes Mullis-Brittain.

Canopy Partners worked with Catawba Radiology's key stakeholders to build a custom strategy for moving toward the vision that their imaging organization developed for the future.

WHAT'S IN "THE BOX" WITH CANOPY PARTNERS' CONSULTING PACKAGES?

When a practice comes to Canopy Partners for analysis, we spend time in the practice with key people to understand their unique situation and concerns.

We come back with a thorough executive summary report which addresses specifics based on where the practice's business is currently and where they want to be down the road.

As Worth Saunders, Canopy CEO, often reminds people, "You can't improve what you are not measuring."

"Trust with physicians is tough to gain and maintain. Canopy does this so well because they are radiologists at heart," says Mullis-Brittain. "Canopy gave us the information we needed to ask the right questions. In the end, it was a tremendous experience and engaging with Canopy was a no-brainer."

Transparency, trust, best practices, cutting-edge technology – just a few of the ways that Canopy Partners is helping to fulfill its mission of elevating the role of medical imaging in the healthcare value chain.

We didn't just decide to upgrade to a new PACS system. That investment was at the end of a process that involved two big analysis projects with Canopy Partners.





INCREASE NET COLLECTIONS WITH A REVENUE CYCLE AUDIT

BILLING RECOMMENDATIONS AND BEST
PRACTICES FOR IMAGING BUSINESSES FROM
A TRUSTED THIRD PARTY





REED HUMPHREY
VP of Business Development at Canopy Partners

STEPS TOWARD REVENUE CAPTURE INCREASES

Reed Humphrey, VP of Business Development with Canopy Partners, likes to ask people, “What would a potential ten percent increase in revenue capture mean to your practice?”

The answer to this question is always “a lot.” In today’s environment of decreasing reimbursements and billing and coding complexities, every little bit helps.

Our team developed the Canopy Partners’ Billing Assessment and Five-Point RCM checklist to be an

independent, objective way for imaging providers and radiology practices to learn how to make revenue cycle operations more efficient.

Every practice needs proven solutions to protect their cash flow and revenue streams. Canopy Partners couples experienced professionals with state-of-the-art technology to help reduce expenses, mitigate risks, improve collections yield, and accelerate cash flow.

Each practice has a unique set of factors and issues that impact day-to-day operations and variation in annual revenues. The areas below comprise our Five-Point Checklist for revenue cycle optimization:

CODING CHECK

The coding check involves a random sample of reports to review CPT and ICD-10 coding accuracy. We review the sample reports for deficiencies in coding and dictation. The random sample includes all relevant modalities such as MSK, Neuro, and Breast.

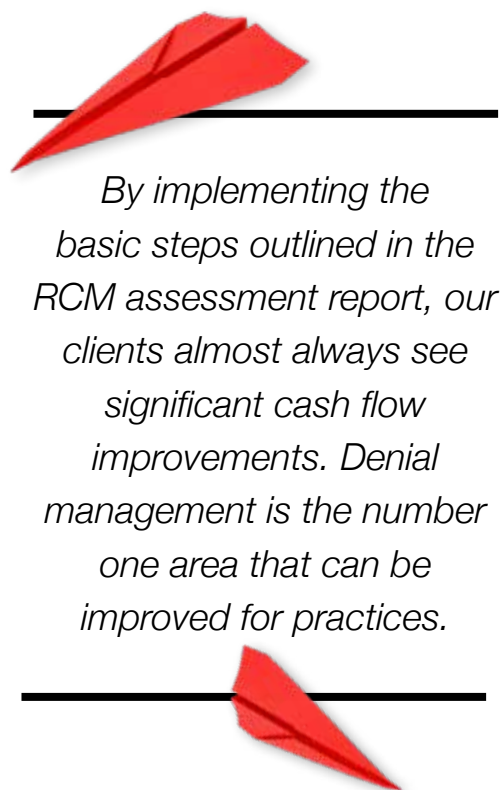
CONTRACT VARIANCE

Contract variance determines if your practice is getting paid according to contract specifications. During the assessment, we review payment history and compare that data to your practice’s contracted rates.

DENIAL MANAGEMENT

Denials can lead to the greatest loss of revenue for most practices, but it’s an area where small changes can make the biggest impact. What we find most often is that practices are not really working denials, they simply take the adjustment.

The Canopy Partners’ Billing Assessment identifies deficiencies in denial management and offers succinct best practices, including scenarios for how to address different situations.



By implementing the basic steps outlined in the RCM assessment report, our clients almost always see significant cash flow improvements. Denial management is the number one area that can be improved for practices.

Continued on page 20.

CANOPY PARTNERS SERVICES



“Canopy Partners helped us upgrade our radiology workflow systems and strengthen our position with major hospital partners.”

— Mary Hondl, CEO
Regional Diagnostic Radiology
Saint Cloud, MN



STRATEGY AND ADVISORY

Whether your practice is independent or hospital-owned, small or large, Canopy Partners can provide advice on how to make intelligent clinical and business decisions. With our deep industry expertise, we are uniquely positioned to support your business on a wide range of topics such as growth strategies, mergers and acquisitions, governance, compliance, contract negotiation, and hospital relationships.

ENTERPRISE IMAGING IT

If your practice is considering upgrading your IT environment or purchasing new technologies, Canopy Partners can help. We bring solutions and services to imaging professionals including PACS, VR, Unified Worklists, VNA, Data Migration and a 24/7/365 Customer Service Help Desk with impeccable performance statistics.



REVENUE CYCLE

Our comprehensive suite of Revenue Cycle Management (RCM) solutions reduces billing costs, mitigates risks, and maximizes cash flow. We deliver industry best practices and the latest RCM technology to turbo-charge your billing operations. Accelerate your revenue cycle and reduce expenses with Canopy's state-of-the-art medical billing systems.

RADIOLOGY SUPPORT

We offer a unique suite of innovative services to improve radiology workflow and efficiency. Headlined by our Radiology Concierge Service, an outsourced call center service that leverages a smart worklist and a team of Professional Radiology Assistants to offload phone calls and other administrative tasks from radiologists. Other services include Canopy CARE, an end-to-end referral management platform, that uses A.I. to perform real-time patient eligibility checking, pre-authorization and payment estimation for imaging exams.





MALLORY MAST
Marketing and Events Manager at Canopy Partners

CANOPY PARTNERS IMAGING SUMMIT CONFERENCE PREVIEW AND Q&A

Our goal is to create a high-value, educational event for radiology practices looking to elevate their imaging game.

Q: What is the Canopy Partners Imaging Summit? And what makes this event unique?

A: The Canopy Partners Imaging Summit was designed specifically for executive decision-makers from private radiology practices, outpatient imaging centers, and hospital imaging departments. We felt there was a void in the radiology industry for an intimate, boutique-style executive conference. Our goal is to create a high-value, educational event for radiology practices looking to elevate their imaging game. This event is full of radiology professionals who set trends, pursue innovation, and transform their organizations into industry leaders.



Radiology and Imaging executives from across the country are invited to this one-of-a-kind industry event which offers educational sessions that are designed to help imaging businesses position themselves for future survival as well as growth and success in a rapidly evolving healthcare market. The event features an all-star lineup of industry experts and thought leaders. We offer a wide range of educational and fun activities: round table discussions, hands-on best practices sessions, three dedicated networking opportunities, and more.

The theme for 2019 is Tipping Point. We will focus on how imaging organizations can maintain their competitive edge in a time of rapid industry change and consolidation. Enjoy two highly impactful days at a world-class venue in the heart of North Carolina's Research Triangle Park.

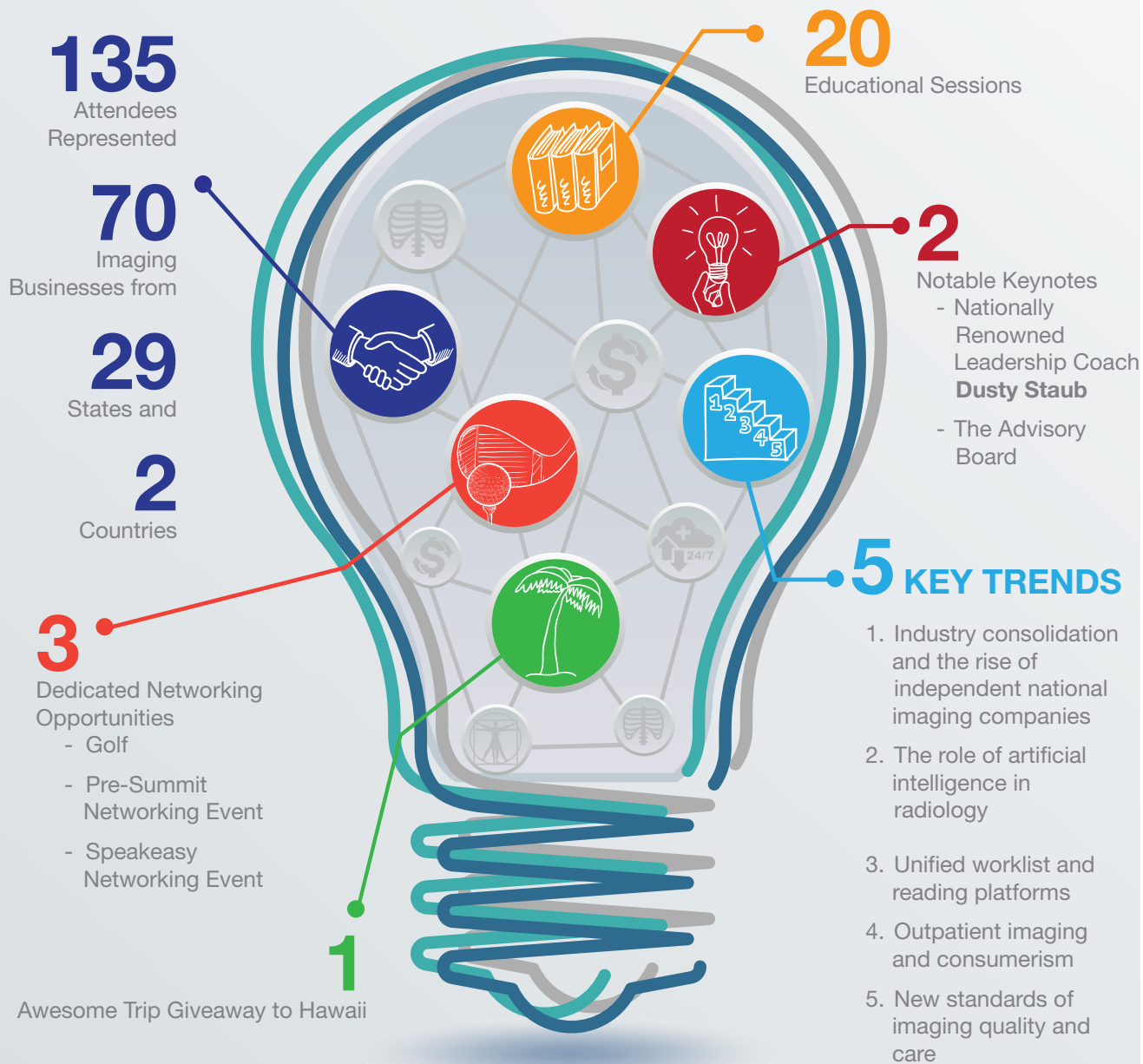
Q: How many years has the Summit been held, and how has the event grown over the years?

A: We started the event in 2014 with 64 attendees. Since then, the event has more than doubled in size. Our focus is smaller, more intimate versus large scale.

Continued on page 19.

Highlights 2018
Imaging Summit

Canopy Partners IMAGING SUMMIT



IMAGING
RE-IMAGINED



www.canopy-partners.com

CANOPY PARTNERS IMAGING SUMMIT CONFERENCE PREVIEW AND Q&A

Continued from page 17



Q: What is the Summit attendee mix?

A: In 2018, 145 imaging executives representing 83 imaging businesses from 29 states and three countries attended. The demographic breakdown was 63% private practice radiology, 16% outpatient imaging centers, 5% health system based imaging, and 16% other. Twenty-one of the Top 100 independent U.S. radiology practices (according to 2018 Radiology Business rankings) were represented, including 5 of the Top 10.

Q: Who should attend?

A: The Imaging Summit is designed for healthcare executives from hospitals, private radiology practices, and outpatient imaging facilities. Attendees include C-Suite Executives such as CEOs, CTOs, COOs, Physician Practice Leaders, and other industry thought leaders who are interested in focusing on their high-end strategy. The event is limited to two attendees from each organization. Attendees must register in advance to attend the event.

Q: What is the “tipping point” for someone who is on the fence about attending the 2019 event in Raleigh, North Carolina?

A: With a Net Promoter Score of 97, the Canopy Summit is one of the highest rated radiology conferences in the country. The venue is awesome - North Carolina's only Forbes Five Star, AAA Five Diamond Resort, The Umstead Hotel and Spa.

Ever heard of FOMO - The “fear of missing out”? Trust us on this one. You won't want to experience Canopy Partners Imaging Summit FOMO. Without

giving too much away, we've got some pretty exciting speakers and activities lined up for 2019. You'll want to be there in person to find out how your group can elevate the imaging game by maintaining a competitive edge in a time of rapid industry change and consolidation.

The 2019 Imaging Summit is your chance to make the peer-to-peer connections that you might be missing at other industry events. The Canopy Summit offers opportunities to engage with others in your field like no other event!



**Learn more about
this year's event at
www.canopy-partners.com**

Continued from page 5

GETTING TO YES by Stephen Willis

3. Show the hospital executives how this investment made by the radiology group will increase the quality of work the hospital will receive from radiologists.
4. Align your initiative with the hospital's stated goals wherever possible. Hospitals want fewer days in beds. The URP can help. Hospitals want shorter TAT on certain exams. The URP can help. Hospitals want fewer unnecessary follow-up exams. The URP can help there too.
5. Start with smaller hospitals to get a working model in place. Then approach the larger hospitals with proof of concept in hand.
6. Bring experts to the conversation. Hospitals often want to hear from those who have done it and made it work in organizations like theirs.
7. Remind hospitals that allowing the radiology group to control front-end interpretation and resulting systems can often save the hospital hundreds of thousands of dollars per year. Sometimes millions.
8. Come prepared to speak to the level of effort that will be required of the hospital to create a live URP.
9. Ensure the hospital that HIPAA Security is always top-of-mind and that the radiology group intends to invest appropriately in that arena.

Continued from page 11

CASE STUDY by Steve Shanaberger

Another huge value is the single phone number to get information to and from a radiologist.

"Prior to having the single phone number, it was exasperating for techs and providers to identify and communicate with a specific radiologist. PRAs can make the connection quickly and efficiently," says Shanaberger.

Dr. Jim Maxwell, Greensboro Radiology's Physician President, notes, "Our practice has used the Canopy Partners Radiology Concierge Service Desk for eight years. Canopy's team handles 57,000+ calls per year." Dr. Maxwell adds, "This frees our physicians up to practice at the top of their medical licenses, and we have received many positive

comments from our referring physicians, technologists, nurses, and other people that we interact with on a regular basis."

The Radiology Concierge Service has enabled Cone Health and Greensboro Radiology to work in a more collaborative manner which has led to improved patient care and turn-around times.

Continued from page 15

INCREASE NET COLLECTIONS WITH A REVENUE CYCLE AUDIT by Reed Humphrey

BILLING METRICS

We evaluate your billing performance metrics to identify practice strengths and weaknesses:

- Net collection percentage
- Days in A/R
- A/R over 120 days
- Bad debt

Our goal is to help you maximize your overall collections and profitability. Opportunities are out there. We help you find them.

POLICIES AND PROCEDURES

Through the Billing Assessment, we take an in-depth look at policies and procedures to identify workflow inefficiencies.

How much time does it take to undergo the Billing Assessment?

In most cases, the Billing Assessment is complete, and your report is delivered within 60-days.

What will the practice get from a completed Billing Assessment?

Your practice receives an independent, objective evaluation of how your imaging business is doing along with opportunities to increase revenue. The Billing Assessment provides a revealing view inside your RCM operations.

After every assessment, we deliver a customized, proprietary report that includes best practices, feedback, and a potential action plan. Mr. Humphrey added that "Everyone can benefit from a periodic RCM assessment. It never hurts to analyze key parameters within a practice and identify where simple changes can make a difference in monthly revenues."

A LITTLE CANOPY PARTNERS FUN



2019

CANOPY PARTNERS IMAGING SUMMIT

TIPPING POINT

How to Maintain Your Competitive Edge in Radiology

The 6th Annual Imaging Summit

October 17-18
2019

The Umstead Hotel & Spa
Cary, North Carolina



The 2019 Canopy Partners Imaging Summit theme is Tipping Point.

Join us October 17 and 18 to focus on how imaging organizations can maintain their competitive edge in a time of rapid industry change and consolidation.

This year marks the sixth anniversary of bringing together imaging decision makers from private radiology practices, outpatient imaging centers, and hospital imaging departments with thought leaders from across the country.

2019 Attendee Forecast:

- 145 attendees
- 83 imaging businesses
- 29 states represented

LEARN MORE ABOUT THE 2019 IMAGING SUMMIT AT WWW.CANOPY-PARTNERS.COM