



MedQuest
RADIOLOGY MANAGEMENT SERVICES

HOW HOSPITALS CAN Improve Imaging Services

Your hospital's radiology department has traditionally been a strong profit center. However, rising costs, authorization hurdles, reimbursement pressures and outpatient competition are dimming what once was a brighter revenue source.

These environmental changes make it imperative that hospitals fully optimize their available imaging resources – whether hospital-based or freestanding. Many hospitals are seeking the assistance of an experienced partner with tested, radiology-specific best practices, as well as metrics and performance standards, in order to overcome the ever-increasing hurdles in what should continue to be a very profitable service line.

MedQuest Radiology Management Services

MedQuest provides comprehensive radiology management services to hospitals and health systems that increase revenue, reduce costs and enhance quality, safety and the patient experience. The company's management services are multifaceted and customized based upon each facility's specific needs and requirements.

The proven processes, workflows and best practices used by MedQuest have been developed based on decades of experience. The company's turnkey services include data-driven sales and marketing, operations, revenue cycle and denial management, quality initiatives and development support. MedQuest can help enhance your:

- **Revenue** by improving strategic marketing, referral management and revenue capture
- **Operations** with support services such as scheduling, billing, purchasing and IT system optimization, as well as daily metrics tracking
- **Quality, safety and patient experience** through best-in-class quality standards, physician peer review and patient service enhancements

MedQuest works with hospital radiology departments to increase volume, optimize operations and maximize profitability.

Hospital radiology departments using MedQuest's management services have increased revenue by up to 20%.

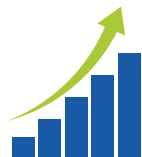
“Imaging is one of the health industry's most lucrative assets. However, with increasing competition and economic downturn, it can little afford deficiencies in patient access. Extended hold times, scheduling problems, abandoned calls, and lost or missing orders can all contribute to a decline in business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

— The Advisory Board

ENHANCING

Performance, Quality and Profitability

MedQuest's services range from assessments to comprehensive day-to-day management of hospital radiology departments and IDTF and HOPD facilities.



Data-Driven Sales and Marketing

MedQuest grows your top line by managing a dedicated marketing staff that actively works with data and referral sources to increase volume and satisfaction levels.

- Comprehensive sales and marketing plan with development of collateral materials
- Onsite, dedicated marketing staff for clinical selling overseen by experienced professionals
- Proprietary CRM system to supply critical referral data and tracking
- Forecasting and measurement

Operational Enhancements

MedQuest's proven processes help hospitals leverage their staffing while optimizing scheduling to allow for both scheduled outpatient visits and acute care inpatient volume.

- Improved workflow, productivity and patient throughput
- Best practices for staffing and expense management
- Enhanced order-to-scan retention/capture
- Proprietary software systems that can integrate with existing systems and track real-time metrics

Revenue Cycle and Denial Management

MedQuest helps hospitals capture more revenue faster and ensure full compensation for services provided. The company's comprehensive solutions 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 revenue

Quality, Safety and Patient Experience

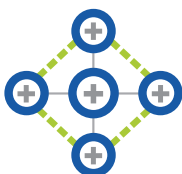
MedQuest uses leading-edge metrics to track and manage radiology-specific quality and safety measures.

- Physician peer review program to assess the quality of radiology reports
- Measurable safety metrics with customized safety scorecard
- Appropriate credentialing and enrollment
- Processes to ensure a high-quality patient experience

Strategic Development and Network Management

MedQuest leverages deep project management expertise and relationships across multiple disciplines to deliver high-ROI projects on time and on budget. Additionally, we provide imaging transformation consulting that identifies network-wide improvement opportunities.

- Due diligence, consulting and implementation on radiology capital projects
- Transaction, integration and regulatory support, including CON
- Customized assessments of operations (including revenue cycle), delivery network and/or IT
- Accreditation, credentialing and managed care contracting



Contact us to discuss achieving greater radiology profitability and leveraging growth opportunities.

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