

# An Alternative to Corporatization

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**RAR has provided professional radiologic services to the Richmond Market since 1905**

- Over 60 Radiologists
- 9 Hospitals
- 4 Freestanding EDs
- 3 Outpatient Imaging Centers
- Richmond Vascular Center

**Why Change ?**

**Increasing competition and demands**

**Reimbursement pressures – managed care and underinsured**

**Need to ensure service and high quality**

**Compete financially to meet hiring and retention challenges**

## **RAR's Strategic Goals**

- ▶ Maintain a financially strong independent radiology practice
- ▶ Evaluate expansion opportunities
- ▶ Collaborate with independent like-minded radiology groups
- ▶ Promote continued quality and service excellence
- ▶ Demonstrate value to our hospital partners using key metrics
- ▶ Acquire advanced technologies to support RAR's operations and strategic imperatives

## Maintain Status Quo vs .....

Sell to Private Equity

Affiliation

Membership model ( Strategic Radiology )

## In 2020, RAR selected Strategic Radiology as the partner who best aligned with RAR's strategic and operational goals

- ✓ Member practices are physician owned and led
- ✓ 30 Radiology practices – 1300 radiologists
- ✓ Membership model – fee based
- ✓ We share data and collaborate for process improvement across all domains – business, operational, clinical

## Strategic Radiology: A Nationwide Coalition of Independent Practices

\*30 practices  
\*1235+ rads

SR Members:



- 📍 Ashville Radiology Associates, Asheville, NC
- 📍 Casper Medical Imaging and Outpatient Radiology; Casper, WY
- 📍 Central Illinois Radiological Associates; Peoria, IL
- 📍 Chesapeake Medical Imaging; Annapolis, MD
- 📍 Delaney Radiology, Wilmington, NC
- 📍 Diagnostic Imaging Northwest; Portland, OR
- 📍 The Hill Medical Corporation; Pasadena, CA
- 📍 Gaston Radiology, Gatons, NC
- 📍 Huron Valley Radiology; Ann Arbor, MI
- 📍 Inland Imaging; Spokane, Washington State
- 📍 Mecklenburg Radiology Associates; Charlotte, NC
- 📍 Medical Center Radiology Group; Orlando, FL
- 📍 Modesto Radiological Medical Group (MRMG); Modesto, CA
- 📍 Mountain Medical Physician Specialists; Salt Lake City, UT
- 📍 Neugetch Valley Radiological Associates, Waterbury, CT
- 📍 Northwest Radiology; Indianapolis, IN
- 📍 Quantum Radiology; Atlanta, GA
- 📍 Radiologic Medical Services; Iowa City, IA
- 📍 Radiology Associates; Jeffersonville, IN
- 📍 Radiology Associates of Macon; Macon, GA
- 📍 Radiology Associates of Nevada, Las Vegas, NV
- 📍 Radiology Associates of Tallahassee, Tallahassee, FL
- 📍 Radiology Associates of North Texas; Dallas/Fort Worth
- 📍 Radiology Associates of Richmond, Richmond, VA
- 📍 Rome Radiology Group; Rome, GA
- 📍 Southeast Radiology, Ltd.; Glen Mills, PA
- 📍 Tower Imaging; Santa Monica, CA
- 📍 Triad Radiology Associates, Winston-Salem, NC
- 📍 United Imaging Consultants, Mission, KS
- 📍 X-Ray Consultants; South Bend, IN

Through our membership in Strategic Radiology, RAR has many opportunities



## Membership in SR's Patient Safety Organization

- Provides a protected environment to share patient safety initiatives
- Cross group peer review
- Quality improvement

**Benchmarking and collaboration in business operations, clinical improvement and best practices**

**Better equipped to add value to our hospital partners through  
scale and improved access to analytics**

**In-house subspecialty cross coverage opportunities through SR's reading network**

**Investment in the future of independent radiology through advocacy  
and direct support of independent members**

## Buying power through SR's group purchasing organization (GPO )

- Medical malpractice insurance
- Health insurance
- Equipment
- Supplies (Contrast etc.)
- Maintenance contracts
- PACS

- **SR Connect**
- **CFO subcommittee**
- **RCO subcommittee**
- **SR Collaborate (Portal)**
- **Analytics (Quinsite)**
- **RAD/VOX – Patient and referring physician survey tool**
- **RAD IQ – RCM benchmarking data, clinical benchmarking data**

- **Marketing expertise and assistance**
- **RCM Consulting**
- **Compliance and HR Consulting**



## Miscellaneous ad hoc services

- Incidental findings ( Rad REACH ) – standardized recommendations and follow up
- MIPS assistance
- PPP/HHS assistance

**For groups who wish to remain independent, Strategic Radiology offers a membership fee model for groups interested in clinical collaboration, PSO and GPO services.**

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