

# Economic Full-Time MRI Offering



Do you lack the necessary MRI equipment to properly address your patients needs? Are you tired of turning away patients seeking MRI services? If the cost or complexity of acquiring MRI equipment has deterred you in the past, it is time to reconsider.

Insight Imaging offers convenient, cost-effective MRI solutions to support your healthcare initiatives. Whether you currently provide MRI service a few days a week or not at all, full-time MRI services are easily within your reach and your budget. With Insight Imaging, the process is simple and economical. We provide the MRI, you provide the staff - and in virtually no time we'll have you up and running so you can deliver exceptional patient care.

## Case A: No MRI Services

Do you realize there is a cost associated with not having MRI services? Have you considered the expense you incur when you have to send an inpatient out for MRI services? The average cost to hospitals is generally around \$1,200 - \$1,500 per patient. This usually includes ambulatory services, nurse assistance, and the MRI scan. At just two or three patients per month, this expenditure can easily exceed \$4,000. With a dozen or more patients per month, this cost becomes significant at over \$18,000.

Additionally, this equation doesn't account for the revenues lost in non-acute outpatient MRI services, currently referred outside of the hospital. With the money you're paying to send your patients to external facilities, as well as, potential lost revenue - you could take advantage of a full-time MRI service.

Have you also considered that sending patients away does not create an environment that fosters positive hospital-patient relationships? It's a process that is inconvenient for all parties involved and risks patient dissatisfaction. By sending patients to other providers, you are inadvertently training the patient to seek imaging services elsewhere and losing the opportunity for repeat business.

## Case B: Part-Time MRI Service

If you already have existing mobile MRI services a couple of days a week, you may not realize that the cost of a full-time MRI unit may be similar to what you are currently paying.

For approximately the amount you pay for two days of service, Insight Imaging can provide you with a parked MRI unit seven days a week. Now you can service patients every day!

What you currently pay			
Mobile MRI per week	1 day	2 days	3 days
Monthly cost*	\$9,783	\$19,565	\$29,348

\*Numbers are based on an average of seven scans per day at \$325 per scan at 4.3 weeks per month.

Imagine if you could get just two more scans per week, which equates to eight additional scans per month. At \$500 per scan in collections, this translates to at least \$4,000 per month in additional revenue. How can you afford not to have full-time MRI?



## What's in it for me?

With a full-time parked MRI unit, you have the ability to capture all of your diagnostic imaging opportunities. We can help you expand your healthcare offering with no up-front cost, so you can become the healthcare provider of choice. Create an environment that is convenient for your patients and provide them with the best possible patient care.

## Staff Training

### Environmentals Training

Insight Imaging offers complimentary in-service orientation to provide your staff the opportunity to familiarize themselves with the mobile MRI unit environmentals. This will allow them to achieve a greater comfort level in working with the coach and its components.

### Clinical Applications Training

If you require in-depth clinical applications training, a more extensive instruction program is available upon request. Consider training your technologist so they can become proficient in operating multiple modalities. Cross-training your current technologists will allow you to optimize staff utilization.

## Our Commitment to Reliable Service

When conducting business it is crucial that you can rely on dependable service. Our full-time MRI services include site planning and preparation, turnkey setup of the mobile MRI unit, and full-time support and maintenance. We use OEMs for all medical equipment services, ensuring that you receive the highest-quality customer care. When it comes to reliability, value and quality – Insight Imaging is the leader.

Allow us the opportunity to increase your patient volume, capitalize on untapped revenue opportunities, and expand your market share for an improved competitive edge.

Please contact us to receive additional information on our full-time MRI imaging solution. With Insight Imaging, full-time MRI really is that easy!

**Call us at 888.973.8262 or email us at [fulltimeMRI@insighthealth.com](mailto:fulltimeMRI@insighthealth.com).**

## Take Advantage of:

- Full-time MRI service availability
- Increased diagnostic imaging revenue possibilities
- Affordable, all-inclusive monthly rates
- Monthly preventative maintenance of mobile environmentals by skilled professionals
- Full OEM service agreement coverage
- Preventative visits by OEM service professionals every other month

## Insight Imaging

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