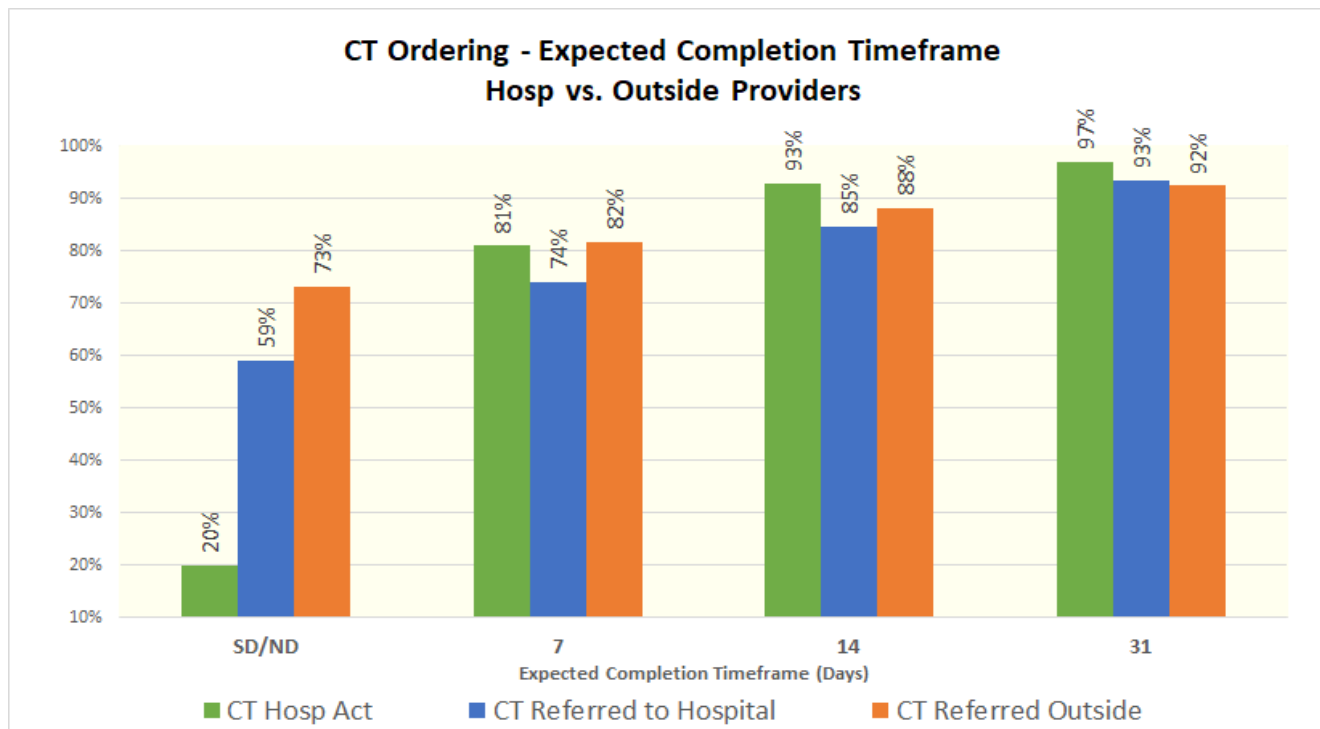




Physician Orders
include an
expected completion date.

Your ability to meet the expectation can mean the difference between you or your competition getting the business.



This chart displays a 3-hospital system employing 160 providers across multiple specialties. 25% of the CT orders generated by the practice were intentionally directed to providers other than the hospital outpatient units.

The annual net revenue loss is conservatively estimated at \$1 million to \$1.8 million.

An objective data-based analysis indicates an extremely poor 'track record' of the hospital executing CT orders within the orders' expected completion date. While 73% of the CT orders directed away from the hospitals were expected to be completed within the Same Day or Next Day, the hospitals could only execute 20% of the orders directed to them within the Same/Next Day timeframe.

Is it any wonder when a quick turnaround is desired, physician's direct business outside of the hospital system?