



# Top Technology at an Affordable Price

**Encompass Medical Group**

Case Study

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**SIEMENS**

# Outpatient Imaging Center Counts on OEM Refurbished Equipment



In the summer of 2007, Premier Imaging in Kansas City, MO, a division of Encompass Medical Group, decided to replace its existing 4-slice scanner. "I talked to the Board of Directors since I felt it would be good for our practice to move from 4-slice technology to a more sophisticated system," says Susan Stidham, Director of Radiology.

**"We wanted to be able to provide quality imaging comparable to the hospital scanners."**

## Challenges: Competition, Reimbursements & Costs

Several factors played a role in Premier Imaging's decision to upgrade its existing CT scanner, among them were concerns about competition and reimbursements. "We were worried about losing some of our work to hospitals putting in 64-slice scanners. We wanted to be able to provide quality imaging comparable to the hospital scanners," says Dayna Hodgden, CEO. "We noticed that some of the insurance companies with headquarters in Florida and some other states will not reimburse for CTA without a 16-slice scanner. So, at the minimum, we had to buy a 16 slice."

Another crucial consideration for Premier Imaging's executives: Missouri is a certificate of need (CON) state, which

requires certain healthcare providers obtain state approval before offering various new or expanded services, if associated costs exceed a specific limit. "It is extremely important that we came in under this limit," says Hodgden.

In addition to the competition, reimbursement, and cost challenges, Premier Imaging also wanted to offer the best possible technology to its patients. "We didn't want insurance companies or hospitals to say that our patients are not getting top quality imaging," says Hodgden. "And, the only way we could do that is to make sure that we have the most state-of-the-art technology possible." To accomplish all of those goals, Premier Imaging decided to look into purchasing a refurbished 64-slice imaging system.

## Like-New Warranties & Financing Options

The Siemens Proven Excellence refurbishing program offers tailor-made solutions with refurbished imaging equipment at outstanding price/performance ratios. Additionally, the program offers new equipment warranties and financing as well as flexible service contracts that allow customers to secure their competitiveness, even within a limited budget.

"Buying refurbished helped our situation from a budget perspective," says Hodgden. "This is a primary care group that really wanted to have the latest technology. Siemens offered us an opportunity to provide state-of-the-art technology in an affordable fashion."



Mark Lavin, MD, radiologist at Premier Imaging, agrees. "The 4-slice scanner did not offer the same capabilities. The question is whether to advance to a 16-slice scanner, which is standard on the market today, or move to the 64-slice, which is the best machine on the market right now that allows you to do coronary artery imaging."

### Superior Technology

The purchase of a refurbished SOMATOM Sensation® 64-slice Proven Excellence scanner from Siemens allowed Premier

Imaging to replace its existing CT scanner while staying within its budget. The decision was based not only on cost savings but also Siemens technological capabilities. "We really liked Siemens image quality and felt more comfortable with Siemens after looking at all of the other scanners," says Stidham. Hodgden agrees, "As far as technology goes, we were impressed with the STRATON® tube," she says. Siemens unique STRATON X-ray tube facilitates extremely fast rotation time, which enables short breath-hold times for patients and motion-free images.

Imaging was also impressed with the physical appearance of the refurbished system. "The 64-slice scanner just looked like a standard CT scanner," says Lavin. "There was no difference at all. There wouldn't have been a way to tell it wasn't new."

After working with the refurbished Proven Excellence 64-slice CT scanner for several months now, Premier Imaging is very satisfied with the system's performance. "This machine has delivered excellent images; they are comparable with textbook images," says Lavin. "The images are outstanding."



**"64-slice is the best machine on the market right now that allows you to do coronary artery imaging."**

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