



## CASE STUDY

Comprehensive Diagnostic Imaging Solutions  
Mobile MRI, CT and PET/CT

### Kelsey-Seybold Clinic | Houston, Texas

*As the nation's first accredited Accountable Care Organization\* with 20 multi-specialty clinics, more than 400 physicians in 55-plus medical specialties, and serving more than 500,000 patients in the Houston metro area, Kelsey-Seybold's goal is to provide patients with high-quality care that is both cost-effective and convenient. Kelsey-Seybold partners with Shared Imaging to provide its physicians and patients in various clinic locations with ready access to high-quality diagnostic imaging technology.*

#### STRATEGIC ANALYSIS

**Kelsey-Seybold's radiology department wanted to expand its diagnostic imaging capabilities to properly serve its patients across the growing Greater Houston area.** The Clinic looked at the capital costs required to increase in-house imaging capabilities at each location, but found that it was not financially feasible. They needed a mobile imaging solution that could be tailored to fit their needs, without burdening their staff from an operational standpoint.

#### SOLUTION DEVELOPMENT

**Shared Imaging worked with Kelsey-Seybold to evaluate their clinical, operational and financial requirements in order to best serve their patient population.** The resulting imaging plan includes a comprehensive suite of solutions via Shared Imaging's unique **Functional Service** business model. Through this model, Shared Imaging provides Kelsey-Seybold with a combination of seven mobile medical coaches including three MRI, three CT and one PET/CT, along with clinical staffing, regular maintenance and OEM technical service, and ongoing operational oversight.

#### FLEXIBLE TERMS

**Shared Imaging retains ownership and operational responsibility for the imaging solution and provides it to Kelsey-Seybold for a monthly fee over the contract term.** This business model with flexible financial terms eliminates the risks of making a long-term capital investment yet still allows Kelsey-Seybold to bring high-end technology to their patients. As a result, they have expanded their diagnostic imaging services at a cost that is affordable, which ultimately helps control costs for patients.



“Shared Imaging provides us with the flexibility to expand at a cost that is affordable for us, and it helps us control the cost for the patient. They provide us with a manager that helps me manage the day-to-day operations. They have great service, and they're very receptive. I just need to make a phone call or send an email, and they're right there for me.”

**Cathy Cunningham**

Radiology Manager, Kelsey-Seybold Clinic

#### RESULTS & BENEFITS



**Quality Care**  
Close to Home



**Access to**  
High-End Technology



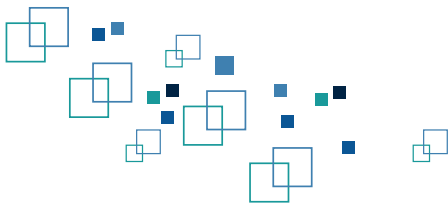
**Lower Costs**  
for the Clinic and Patients



**Efficient Process**  
Operational Oversight



\*Accredited by the National Committee for Quality Assurance



## OPERATIONAL EXCELLENCE

**Shared Imaging functions as an extension of the Kelsey-Seybold team in managing the day-to-day operations of the medical coaches, including staffing, transporting the coaches, and facilitating maintenance and service.** A dedicated Shared Imaging regional operations manager serves as the point person between the two organizations to ensure ultimate success.

It starts with hiring an experienced team of technologists, paramedics and nurses. While the team is employed by Shared Imaging, Kelsey-Seybold participates in staff selection and trains them in their protocols and processes. Shared Imaging also extensively trains the hires and manages the staffing schedule.

In addition, Shared Imaging ensures that the seven medical coaches are delivered to eleven clinics when expected. This involves hiring and scheduling the drivers as well as factoring traffic patterns and routes to move each unit two or three times per week.

The ability to move the units provides Kelsey-Seybold with flexibility to adapt to changing needs of their physicians and patient population. Kelsey-Seybold regularly reviews physician needs and referral patterns to determine which diagnostic imaging technology (MRI, CT or PET/CT) is needed by which clinic. If a physician changes clinics or if a particular clinic has growing demand, adjustments are made to the schedule. Occasionally, the coaches are placed for ad hoc special needs.

## MAINTENANCE AND SERVICE

**Maintenance and service of the imaging technology in the medical coaches is completed by qualified OEM service engineers.** Shared Imaging manages the process start to finish, setting timelines and expectations for the service engineers and following up with them. Shared Imaging also takes proactive responsibility for the ongoing maintenance, repair and aesthetics of the interior and exterior of the medical coaches. The goals are to provide seamless imaging operations and strengthen patient satisfaction.

## UPGRADE OR REPLACE

**The contractual agreement with Shared Imaging has given Kelsey-Seybold the opportunity to upgrade the imaging technology and medical coaches with a timeliness that matches physician preferences, advancements in technology as well as changing market dynamics.**

A recent upgrade included matching the MRI systems in the mobile units with Kelsey-Seybold's fixed units in other clinic locations, which creates a consistent MRI imaging product for radiologists and continuity of care across clinics. In addition, some of the CTs in the mobile units are newer compared to what they have in house, which allows the radiologists to test out new CT technologies. These upgrades and system enhancements were made after using the previous technology for less than three years, which demonstrates the flexibility of Shared Imaging's Functional Service business model.

The medical coaches have also recently been modernized to reflect the quality medical care that patients receive in them. Updated flooring, countertops, LED lighting and accessory items give the coaches a clean and contemporary appearance.



*“The partnership we have with Shared Imaging allows us to bring high-end imaging closer to our patients, without having to bear the cost of a fixed unit in each of our multiple locations. Our patients really appreciate having imaging services within their community. They realize that without mobile imaging service, they would have to travel to another location.”*

**John Lyle**  
VP of Operations, Kelsey-Seybold Clinic



**Carla Antley**  
Director of Cardiology  
and Diagnostic Services  
Kelsey-Seybold Clinic

“For a number of years, the majority of Kelsey-Seybold patients were from capitated health plans. As our model has changed to include fee-for-service plans, those patients can seek services from facilities other than Kelsey-Seybold. The services we provide through Shared Imaging have definitely contributed to our ability to provide high-quality imaging to patients who could have chosen to go elsewhere.”

