

# 2018 Imaging Performance Partnership National Meeting Series

## *Key Takeaways for Suppliers and Service Providers*

### **Research Agenda Executive Summary**

In an era of tight hospital margins, aggressive payer steerage, and growing provider risk, it's easy for imaging to get dispirited—especially with providers and payers calling for lower costs. However, imaging has the opportunity to elevate its value proposition in two areas. First, optimize service utilization by playing an active role in developing and hardwiring new care pathways. Second, ensure long-term efficiency through stewardship of key resources, such as imaging's staff. Whether growing outpatient services or tasked with containing costs, vendors in the imaging space have the ability to serve as essential partners to health systems, payers, and patients alike.

### ***Imaging Market Update***

Imaging providers in 2018 will face a rising tide of inpatient cost control and outpatient payer steerage. This session will equip imaging leaders and vendors with strategic insights regarding key trends, such as: reimbursement and other policy changes affecting imaging; market developments and competitive trends affecting imaging volumes across modalities; impact on imaging utilization from health system population health initiatives.

### ***Beyond the Mandate: Elevating the Value of Imaging Clinical Decision Support***

In 2020, the use of imaging clinical decision support (CDS) will be mandatory. While many providers are hard at work implementing the tool, some have delayed the effort. Yet, CDS offers so much beyond mandate compliance: opportunities to hardwire clinical guidelines, streamline patient care, and advance population health goals. This session will help imaging leaders and vendors make the most of the next two years by providing best practices for capturing the value of CDS.

### ***Advancing Imaging Appropriateness***

Appropriate imaging use has been top-of-mind for nearly a decade. As health systems face an aging population and the shift to value-based care, imaging must take a broad view of appropriateness that goes beyond utilization management to focus on quality and cost for full care episodes. This session will explore imaging's opportunities to elevate total value of care.

### ***Benchmarking Imaging Efficiency: Tools Workshop***

Focusing on key efficiency metrics is critical to effective imaging program management. This hands-on interactive workshop will guide participants in using new IPP tools to benchmark these indicators against hand-selected cohorts, identify opportunities, and plan for performance improvement.

### ***Retaining and Growing Radiology Talent***

The key to success in imaging programs is building an exceptional workforce. Leaders must recruit, engage, and develop talent. This session will share best practices for cultivating and growing the radiology workforce, such as: innovating technologist recruitment and retention strategies; designing opportunities to identify and train future leaders; communicating effectively to a variety of staff audiences.

### ***Setting Imaging Price Strategy: Tools Workshop***

Competition has never been so intense in the outpatient imaging space. Imaging leaders are trying to determine appropriate outpatient prices that attract payers and patients while maintaining a stable bottom line. On top of that, many hospital-based imaging leaders have to consider the potential impact of Medicare's site-neutral payment policy. This workshop and discussion session will present the IPP's new tool for evaluating Medicare and commercial outpatient pricing changes.

### **Primary Stakeholders Attending Meeting**

- Director of Imaging
- Medical Imaging Director
- Vice President of Imaging
- Diagnostic Imaging Director

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## The Big Picture Impact for Your Provider Customers



### Clinical Technology

- With health systems and payers alike calling for reduced prices, imaging leaders will be looking for high-value investments that deliver on quality and low cost.



### Information Technology

- Imaging is no longer just a numbers game—it's also a quality game. Providers will look for ways to best track quality and efficiency metrics to help them advance imaging appropriateness and succeed in the new era of value-based payment models.
- Clinical decision support (CDS) is quickly overtaking the imaging space. Vendors have the opportunity to partner with providers in using CDS to advance population health, streamline patient care, and improve clinical guideline adherence.



### Health Care Facilities

- Competition in the outpatient imaging space is steep, and getting steeper—and Medicare's site-neutral payment provision further complicates the picture. Providers will likely look to expand outpatient imaging options to accommodate payers and patients, but they'll proceed tentatively, and with cost containment top-of-mind.



### Human Capital

- Imaging leaders see their staff as a key resource to meeting their departmental goals. As a result, your imaging partners will look for ways to attract and retain top talent, especially in the booming radiology space.

## Three Major Implications for Your Organization

- 1 Embrace Wraparound Products:** With pressure from payers and patients for high-quality, low-cost imaging services, providers will need industry partners who can assist them in improving patient experience, reducing price, and enhancing quality—such as through CDS support, data tracking, or staff training.
- 2 Offer Differentiating Service:** The imaging outpatient space is extremely competitive, and providers will look to industry partners to help them differentiate their imaging services to bring in more patients.
- 3 Maintain Focus on Data:** High-quality, low-cost care requires data tracking and analysis. Imaging leaders will need support from vendors to interpret and use valuable data.

**Interested in registering for an upcoming meeting?**



Register [online](#) and/or contact your Dedicated Advisor.

