

# vRad™ c o n n e c t i o n s

FROM VIRTUAL RADIOLOGIC

Extending radiology. Improving life.™

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Welcome to **connections**, the newsletter designed to keep you updated on best practices in teleradiology and informed about what's going on at Virtual Radiologic (vRad).



With digital imaging procedures growing by 10% annually and the radiologist population only growing by 2% each year, this gap alone is good reason to consider the benefits of implementing a teleradiology program.

In this issue, the focus is on the benefits of using teleradiology for final interpretations. We take a look at one practice's experience and how productivity increased and profitability opportunities were maximized with a vRad Final Interpretations Program.

We look forward to talking with you and learning how we can partner to increase your productivity and efficiency, manage your radiology workload, and facilitate on-time reimbursement.

If you'd like to receive this newsletter electronically or have any ideas, questions, or comments, please e-mail us at [connections@virtualrad.com](mailto:connections@virtualrad.com). We look forward to connecting with you!

**Eduard Michel, M.D.**  
Medical Director and Founder

## Getting to Know vRad – The Difference We Deliver

- More than 145 contracted U.S.-based radiologists
- More than 1,000 medical facilities served nationwide — 16% of U.S. hospitals
- Less than 20 minute average turnaround time
- 97% customer retention rate
- 99.9% system up-time
- 75% of our radiologists are fellowship trained
- More than 100 clients have switched from other providers to vRad
- 24/7/365 Operations Center and technical support services
- Subspecialties – Coronary CT Angiography (CCTA), Pediatrics, Virtual Colonoscopy, PET, MSK, Neuro, and many more
- Proven leader in final interpretations — since 2004, more than 275 facilities have trusted vRad to deliver final reports
- Quality Assurance Board: Ensures highest standard for report quality



## case study

### Florida Radiology Consultants Productivity Analysis – Employing a Preliminary Interpretations Program

**425,000** reports per year produced by FRC's 17-rad practice

**208** average number of studies outsourced to vRad per week

**26** hours lost per week to over-read 208 preliminary reports, at a rate of eight over-reads per hour

### Impact to Florida Radiology Consultants by Utilizing a vRad Final Interpretations Program

**26** hours of time gained per week by not over-reading

**11** additional studies performed per hour for new patients/new business

**286** extra studies per week could be read with the increased productivity gain

## Florida Radiology Consultants Increases Productivity and Maximizes Profitability with a vRad Final Interpretations Program

*As told by Dr. Thomas Presbrey, a board-certified member of Florida Radiology Consultants, P.A., for 20 years.*

**Background:** Florida Radiology Consultants (FRC), P.A., has served Southwest Florida for more than 30 years. With its 17 radiologists, FRC operates two outpatient facilities in Fort Myers, Florida, and supports three hospitals in Cape Coral and Fort Myers. One of them is a Level II trauma center. All five sites offer state-of-the-art imaging and interpretive services.

### Case Study Summary

FRC used vRad radiology services for night and weekend emergent preliminary interpretations. Upon conducting a productivity analysis comparing the time their own staff spent over-reading preliminary interpretations versus engaging in a final interpretations program with vRad, FRC determined the practice would experience significant productivity and financial gains by using vRad for a final interpretations program. FRC's cases that occur between 11 p.m. and 7 a.m. EST are read as emergent final interpretations by vRad.

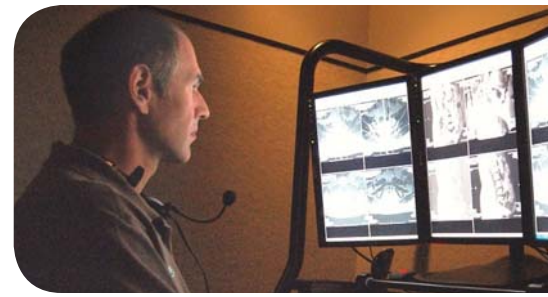
By switching from preliminary interpretations to a final interpretations program, FRC estimates they have gained an additional 26 hours per week in productivity back to their practice.

### High Volume Requires Exceptional Productivity

As a high-volume practice (425,000 reports per year), we serve three hospitals in Southwest Florida. Our offices are staffed 7 a.m. to 11 p.m., but we have round-the-clock demands. Each morning there are new final cases that require our radiologists' attention. Initially, before vRad read our overnight cases as finals, we also had to over-read their preliminary reports.

### Natural Progression from Preliminary to Final Interpretations

We were very happy with vRad providing overnight preliminary reads. We took a close look at the time required to over-read a preliminary interpretation and found we spent on average 26 hours per week reviewing and dictating final reports.



We also discovered that it took our radiologists more time to over-read someone else's preliminary interpretation than it generally requires us to interpret a study (on average, we over-read at a rate of eight per hour, versus 11 per hour for new studies). It became clear that using vRad to read our overnight cases as finals made the best sense for our business and our radiologists.

The quality of the reports was certainly an additional factor in this decision. We tracked any discrepancies when vRad provided our preliminary reports and were confident in the overall quality they delivered. We trusted vRad to provide thorough and accurate final reads.

#### Extension of Our Practice

We consider vRad to be an extension of our practice. They keep our cases moving and enable us to be as productive as possible when we walk in the door every morning. That productivity gain has led to more studies being read by our radiologists every week with the additional hours we have gained back. This means we are meeting the demands of our patients and community more effectively.

Why dedicate a full-time person to reread a report in the morning? With vRad, everything is done by the time we get in, which enables us to start the day more efficiently.

#### Flexibility Key to Keeping a Practice Fully Staffed

In the current job market, radiologist retention is impossible without an overnight service. We are able to utilize vRad for everyday staffing, vacation coverage, increased workload, or whenever we need them. vRad's availability solves any planned or unplanned staffing issues for us without concern.

#### Quality and Accountability Assured

Given that vRad's radiologists are American Board of Radiology certified we are completely confident in the quality of every report. vRad upholds the same rigorous medical standards that we do. And support is just a phone call away to provide immediate help with any question.

#### The Real Deciding Factor: Price Differential

If you are considering teleradiology for a portion of your finals, look at the price differential between the cost of a preliminary interpretation and the hours gained by avoiding over-reading a report. Decide what you could be doing with that time in the morning, for example, when you don't have to go over the preliminary reports from the night before. Like us, it probably takes any practice longer to turn a preliminary read into a final report than it takes to read a new study.

#### Bottom Line

If you are paying someone else for a preliminary report and then having to reread it, you could be more productive and profitable by going right to a final report with your teleradiology provider.

Overnight teleradiology for finals may not be justifiable for every practice. However, if a radiologist on staff does not have the bandwidth to over-read reports, then a finals interpretation program may be the best option. If you are like our practice, and have that constant stream of work, having finals read overnight ensures our radiologists are maximizing their billable time and working as cost effectively as possible.

For more information about implementing a vRad Final Interpretations Program at your operation, please call 866.532.7424 or visit [www.virtualrad.com](http://www.virtualrad.com)



## Final Interpretations and Reimbursement: What You Need to Know

Understanding teleradiology billing rules for outsourced final interpretations can be challenging. Exception criteria and varying billing rules by state and/or payer help fuel confusion about how to properly bill for these services. Some customers simply forego billing and adjust down the professional fees associated with teleradiology services. However, at vRad, we have invested time and effort to help customers navigate these complex billing hurdles and improve their overall financial success.

### Third-Party Payer Reimbursement for Teleradiology

In general, most third-party payers will allow you to enroll your teleradiology physicians on existing payer contracts. This will allow your staff to bill for teleradiology final interpretations "in-network" as you would your own doctors. "Out-of-network" rules will still apply for those contracts that you choose not to enroll teleradiology physicians, or those with which you do not participate.

### Medicare Reimbursement for Teleradiology

Below are the guidelines, as outlined by Centers for Medicare & Medicaid Services (CMS), for billing teleradiology finals (i.e., "Professional Component") performed by a radiologist who is located in a different Medicare Carrier jurisdiction than where the radiology test or scan was performed.

When a medical facility contracts with a teleradiology provider to perform the Professional Component (PC) of a radiology test:

1. The teleradiology provider enrolls their radiologist(s) with the Medicare Carrier in the state in which the radiologist who performs the PC is located.
2. The radiologist performing the PC is an employee or contractor of the teleradiology provider, and reassigns his/her right to bill Medicare to the teleradiology provider. (This means that the radiologist will not bill for or collect reimbursement; the teleradiology provider will facilitate billing the PC on behalf of the medical facility.)

3. The teleradiology provider bills the Medicare Carrier that has jurisdiction for the state where the reading radiologist is located and should remit payment back to the medical facility.

4. The medical facility bills for the Technical Component of the test as they normally would.

The above method complies with the billing guidelines set forth by CMS. Using this method will help you maintain compliance with CMS guidelines for proper billing. The fundamental requirement in teleradiology billing is to submit the claim to the Medicare Carrier where the reading physician is located, not the Medicare Carrier where the test/scan was performed.

### Medicaid Reimbursement for Teleradiology

The teleradiology provider can enroll their radiologists in the hospital or practice's Medicaid program, just as with third-party payers. Most states allow "out-of-state" physicians (or teleradiologists) to enroll in their state's Medicaid program. The hospital or practice submits their own claims and collects reimbursement. However, some states and/or Medicaid programs require only "in-state" physicians to enroll. Contact vRad to find out more about your state-specific Medicaid billing rules.



VIRTUAL RADIOLOGIC™

# Introducing **vRad Enterprise** Connect™

*Technology to be Deployed at Massachusetts  
General Hospital Department of Radiology*



vRad recently announced a multi-year technology licensing partnership with Massachusetts General Physicians Organization (MGPO), partner of the Massachusetts General Hospital and teaching affiliate of Harvard Medical School. vRad will license vRad Enterprise Connect™ to MGPO for use in its teleradiology program.

“After an exhaustive search for a teleradiology platform, we found the innovative technology and services that vRad can provide our radiologists to be the best solution available,” said John Landry, Director of Teleradiology and Business Technology for MGPO. “We are excited about combining the significant academic and clinical knowledge of our highly trained physicians with the deep, feature-rich technology platform provided by vRad. In addition, MGPO and vRad both share the belief that teleradiology programs should complement and supplement understaffed local radiology practices, rather than compete with them. These common values are the backbone of this partnership.”

Rick Jennings, vRad’s Chief Technology Officer, stated, “We have spent the last five years developing the technology and Operations Center services at the core of vRad Enterprise Connect for one reason — to improve the productivity of radiologists. We are delighted to announce that MGPO’s Department of Radiology is leveraging vRad’s teleradiology infrastructure to significantly enhance its teleradiology program.”

*“After an exhaustive search for a teleradiology platform, we found the innovative technology and services that vRad can provide our radiologists to be the best solution available.”*

- John Landry, Director of Teleradiology and Business Technology for MGPO

vRad Enterprise Connect combines vRad’s proprietary Web-based workflow platform and access to the company’s Operations Center, which is staffed day and night, 365 days a year, to handle the practice’s administrative, clinical, and technical requests. The workflow efficiencies gained through vRad Enterprise Connect allow practices to expand the clinical capacity of their radiologists, thereby enhancing the practice’s growth opportunities and financial performance. It’s the very system that vRad uses to facilitate thousands of interpretations for more than 1,000 facilities every day.

*Imagine the possibilities... And what it means for your practice...*

**All radiology orders on a single, unified platform with rules-based routing.**

+ Gain efficiency by using ONE system. You define how studies are routed to your radiologists.

**24/7/365 professional staff to handle administrative, clinical, and technical requests.**

+ Concentrate on what you do best — interpreting imaging exams.

**From multiple locations, you have direct access to a Web-based workflow platform, interfaced with existing RIS, PACS, and modalities.**

+ No costly infrastructure or data center investments — and no need for facilities to switch from existing RIS/PACS solutions.

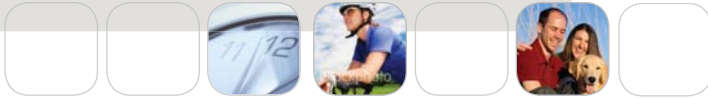


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## Finals webinar presentation now available online...

### Measuring Productivity and Your Bottom Line: Incorporating a Final Interpretations Program into Your Practice with Your Teleradiology Provider

Recently, vRad sponsored a webinar about incorporating a Final Interpretations Program into your radiology operation. This 45-minute session is now available on our Web site. The presentation offers insights into final interpretations and the experience of one 17-physician radiology practice — how they improved their bottom line, enhanced the work/life balance of their radiologists, and extended their reach in their community. Learn how to improve your program through this informative session.

#### Key Topics:

- Understanding the operational and financial impact of teleradiology on your business
- Measuring your productivity: Identifying the value proposition of preliminary versus final interpretations
- Billing: What you need to know

#### Featured Speakers

**Dr. Thomas Presbrey**

Radiologist for Florida Radiology Consultants

**Dr. Ben Strong**

Quality Assurance Officer & Radiologist for vRad

**Mr. Matt Cox**

Vice President of Product Management for vRad

**Listen to the webinar at [www.virtualrad.com](http://www.virtualrad.com)**