



Case Study

Independent practice maintains their autonomy while increasing revenue

Challenge:

Cambria Somerset Radiology is a smaller practice that needed the support of radiologists to help with contracts they obtained to provide services to different sites. They also wanted a business model that would allow them to flourish and remain independent. They looked to partner with an organization that could provide access to a larger radiology pool and support their needs.

About Cambria Somerset Radiology:

Cambria is a group of 13 radiologists that who specialize in diagnostic imaging and interventional therapies in the Johnstown, Pennsylvania, area. The group's president, Gary Kramer, MD, leads a team of physicians to diagnose and treat conditions including cancers, gynecologic issues, and vascular diseases.

As a smaller, independent practice, Cambria sought a model that would help them maintain their independence. Dr. Kramer remarked about the future changes in the radiology industry. "In several years, radiology is going to be vastly manned by large practices with a lot of capability. My fear is a lot of that will be a private equity market. That model is doomed to failure because of its basis in hiring and employing radiologists which negatively impacts the services that are provided. The pathway to maintain independence is really narrowing and narrowing fast."

Ci immediately sensed the model that suited Cambria best and that there were opportunities for revenue improvement that the practice could drive at a low cost due to Ci's 150 years of expertise in Revenue Cycle Management and advancements in technology.

Preeth Hegde, MBA
Chief Financial Officer

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Solution: Collaborative Imaging provided the access, knowledge, and technology so that Cambria could flourish and fulfil their contracts.

Ready to see how the fastest growing medical group can boost the performance of your health practice?

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“This new model gives us the best of both worlds. We can latch onto and utilize a big group but maintain our practice. Interested and invested radiologists can stay in their own practices. Hospitals are happier when they know their radiologists. Being more successful as a practice gives us a backbone and our radiologists can be invested in their own work.”

Cambria Somerset Radiology’s revenue increased by 10 percent, and by reducing costs and increasing collections, their profit increased by a margin.

With Ci’s help, groups can avail themselves of business expertise which enables them to reduce operating costs, increase productivity, expand their practice footprint, and provide higher-quality patient care. Collaborative Imaging’s framework fosters collaboration among independent radiology practices, with the common goal of helping member groups succeed in all radiology practice areas while preserving the private practice model.



Being more successful as a practice gives us a backbone and our radiologists can be invested in their own work.

Gary Kramer, MD

President at Cambria Somerset Radiology

Key Results



Reduction in workflow costs



Improved business foundation



Improved technology platform



Increased Billing collections

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