



Proven Leader in Outpatient Imaging Key Partner for Hospitals and Health Systems



MedQuest's proven processes, workflows and best practices significantly increase financial performance, strengthen relationships with referring physicians and, most importantly, improve the quality and accessibility of radiology services provided to patients in the community.

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Why Partner with MedQuest?

MedQuest combines decades of experience as a successful outpatient imaging owner/operator with the proven ability to increase market share in competitive markets. MedQuest's history of success in outpatient imaging combined with a proven model of partnering with health systems makes MedQuest a leader in the field.

Partnering with MedQuest allows you to advance your imaging operations through a flexible joint venture (JV) structure customized to meet your health system's specific needs. In a partnership with MedQuest, you gain access to our comprehensive turnkey services for management, marketing, billing and development, reducing the burden on your resources.

About MedQuest

MedQuest Associates is a leading owner, operator and manager of outpatient diagnostic imaging facilities, with a network of nearly 50 imaging centers under management and a strategic focus on partnering with leading health systems.

MedQuest draws upon its deep operational experience and industry knowledge to deliver high-quality, cost-effective imaging services to patients and increased market share and financial performance for its hospital and health system partners. MedQuest provides full turnkey outpatient imaging center joint venture (JV) capabilities and management, including daily operations management, marketing, billing and collections, center development and all financial and other support functions.

Having worked with health systems for decades, MedQuest understands how to optimize multi-site imaging networks for success.

Five Key Factors That Make MedQuest an Ideal Partner

1. Experience

MedQuest operates nearly 50 centers in multiple states, with historical experience in more than 100 communities across the country. Our expertise includes:

- Developing and maintaining successful centers in highly competitive markets
- Consistently meeting goals for quality, patient satisfaction and financial performance
- Managing all aspects of outpatient imaging within a large health system, coordinating effectively with other health system functions and service lines

2. Knowledge

We prepare your imaging network to meet the challenges of new trends such as consumerism and value-based care, allowing you to compete more effectively in today's evolving healthcare marketplace. MedQuest helps you create and own a true strategy to maintain and grow market share by:

- Driving operational efficiency and high throughput to keep operating costs low
- Developing and equipping facilities to maximize return on capital investments and control ongoing space and equipment costs
- Selecting the right locations to optimize access and convenience for patients
- Delivering the triple aim of high-quality care, cost-effectiveness and patient satisfaction

3. Market Share Gains

MedQuest brings the proven experience to help you win and keep market share. Whether it's working with physicians, patients or staff, we will improve referrals, workflow and marketing. This includes:

- Implementing results-driven sales and marketing with proven methodology, training and access to real-time referral data
- Providing a high-quality, end-to-end patient experience, from scheduling through exam completion and billing
- Creating a strong web presence for your facilities and employing direct-to-consumer approaches to educate patients
- Aggressively managing cancellations and no-shows to take full advantage of scan volume, increase equipment utilization and improve physician and patient satisfaction

4. Understanding

Thanks to our deep experience as a partner, we understand how to work effectively with hospitals and health systems. This experience has come in to play in many facets of imaging, including:

- Integrating large-scale scheduling, marketing and capital project implementation efforts to leverage resources across outpatient imaging and acute care hospital radiology departments
- Managing major technology system initiatives, including Epic conversions, for large outpatient imaging networks
- Working seamlessly on payer contracting with health system counterparts
- Managing a large fleet of mobile imaging assets on a turnkey basis
- Helping mission-driven organizations to balance quality, patient satisfaction and financial performance objectives

5. Joint Venture Success

By sharing capital burdens and offering flexible joint venture (JV) structures, MedQuest gives you the backing of a strong capital partner with deep financial resources, allowing you to stretch your capital dollars to accomplish more imaging objectives faster. MedQuest gets transactions done. We help you by:

- Meeting your specific needs with a customized joint venture structure instead of a "one size fits all" approach
- Working through all the necessary steps to structure successful transactions with hospital partners
- Working collaboratively with you to make sound decisions on new locations, equipment and services to optimize imaging assets