

GE
Healthcare Financial Services

At The Customer, For The Customer
Case Study

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with what I wanted to happen.”

Thomas A. Clark
Chief Administrative Officer
Asheville Radiology



Asheville Radiology boosts productivity and patient satisfaction with GE's help

Adding a fourth vascular surgeon and a second ultrasound machine triggered a huge growth spurt at Asheville Radiology. It also exacerbated inefficiencies in work flow and patient processes in its vascular group. With coaching from GE Healthcare Financial Services, Asheville Radiology has since streamlined its operations, improved patient satisfaction and employee morale – and is successfully managing continued volume growth.

"The GE approach fit perfectly with what I wanted to happen. The staff bought into the change by taking ownership and developing solutions," says Thomas A. Clark, chief administrative officer of Asheville Radiology.

"There have been tremendous bottom-line benefits. And we've averted what potentially could have been our biggest cost: We could have lost patients."

Working out changes

To help identify the problem areas, GE held a series of sessions with groups of employees. It then led three large key stakeholder meetings to begin solving bottlenecks, clarifying roles and responsibilities and mapping new processes: one with ultrasound technicians and schedulers, one with employees manning the front desk and one with the schedulers and surgeons. GE also provided management tools and training to the group's practice administrator to help her oversee the change process.

Some of the changes Asheville Radiology implemented: The vascular group reorganized the front desk to have employees dedicated to only check-in, discharge or answering the phone. Doctors began getting patient load reports a day or two ahead of time while schedulers focused on distributing the patient visits more evenly over the course of the week. Ultrasound technicians began receiving the daily patient schedule so that they no longer followed the first-in, first-out approach, and patients with appointments didn't have to wait while last-minute walk-ins went ahead.

"The whole process took only three months. We saw results quickly," Clark notes.

Poised for more growth

The vascular group is seeing 80 patients a day now, up from 60 when GE Healthcare Financial Services' *At The Customer, For The Customer* experts began working with Asheville Radiology. Because of its confidence in its new processes, the vascular group will not add staff when a fifth vascular surgeon joins the group this summer.

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For more information on how we can help you successfully meet your business objectives, contact us at 800 598 6201 or visit us at www.gehealthcarefinance.com.



Client profile

Asheville Radiology is a multi-specialty practice that provides a wide range of imaging services, including women's imaging, CT, interventional radiology, MRI, neuro-radiology, nuclear medicine, body imaging and musculoskeletal radiology. With 36 radiologists, four vascular surgeons, eight physician's assistants and over 200 employees, Asheville Radiology is the largest multi-specialty practice of its kind in Western North Carolina. Founded in 1944, Asheville Radiology is dedicated to providing the highest quality imaging services utilizing the latest technology.

Lender summary

GE Healthcare Financial Services has provided:

- \$9.25 million in equipment financing, primarily for radiology systems, since 2001



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