

### WHERE DOES OUR MONEY GO?

#### What Does Imaging Include?

Imaging is divided into two subsets: diagnostic and interventional. Diagnostic is the search for a what is wrong with the patient – their diagnosis. An example would be a scan of the abdomen. Interventional is when the imaging is used to do something about it. An example would be ablation or the removal of a tumor.

There are two parts of an image: scan and read. The Scan is the image taking and the Read is the doctor's interpretation of what they see. An important thing to note is that scan and read don't have to take place in the same location at the same time.

Radiologists have a wide range of technology at their disposal:

- X-rays, Mammography, Ultrasounds, MRIs + MRAs, CT Scans, PET Scans, etc.

- They also have the option to do the scan "with or without contrast." This is a safe dye that helps with their Read.

#### Why Is It Important?

Imaging is a rising cost for your plan and your people.

#### What Are We Doing About It?

Now that we know how costly it is in terms of money and time, the question is, "what are we doing about it?"

Let's take a look at the options by comparing what happens in a status quo carrier-controlled plan vs. a company-controlled plan such as Hero.

## Status Quo

### Over-utilization

Getting unnecessary scans and reads where the hospitals and plans are simply spending your precious money. Studies show that 25% of images were unnecessary.

### Overpriced

Imaging costs have a huge disparity. The same image often costs \$600 at a top tier Hero clinic, but \$2,000-\$4,000 at a different location. Same image and same equipment, but one costs you 3-6 times more than the other.

### No Transparency

Despite all the rules that have been put into place, most hospitals are not being compliant, so you aren't getting true comparisons for transparency.

### Poor Communication

If you get your scan at a hospital and it is read somewhere else there is oftentimes a bad handoff to your surgeon.

## Hero

1

### Appropriate Use

Partner with top ranked clinics that have the best record and reputation for appropriate imaging. Member education is also very helpful.

2

### Big Savings

50% to 75% savings depending on the site of service that we have seen by partnering with free-standing clinics.

3

### Clear Costs

Everything is transparent. When you go to an expensive restaurant for dinner you want to know the price; why should paying for an MRI be any different?

4

### Coordination with Nurses

Our plan and others like us use a Nurse Navigator to coordinate your member's trip to the hospital or clinic, obtaining their image and getting it to the doctor which takes a lot of coordination.

To free yourself from your the status quo,  
visit [herohealthplans.com](http://herohealthplans.com)