



Simplified Imaging Solutions

You CAN ensure your nuclear lab is making a strong contribution to your financial health!

- You're paying too much for your nuclear lab
- A nuclear lab does NOT need to be costly or complicated
- What Insourcing is and how it can help you
- The (incredible) economics of Insourcing revealed

Are you destined to have nuclear lab greatness?

Are you destined to have nuclear lab greatness?

For over 10 years, you studied, trained and sacrificed.

- You sharpened your clinical skills, connected with patients, and learned the business of being a Cardiologist.
- A nuclear lab should be one of the strongest contributors to your practice's financial health. But then CMS cut nuclear imaging reimbursements. Deep.
- And insurance companies started denying stress tests. Now, MACRA adds uncertainty by changing the financial incentive to quality of care from fee-for-service volume.
- You can't control reimbursements, the whims of insurance companies or the impact of MACRA – though they're crushing your profitability and making hospital integration sound good.
- But you can control your nuclear lab operations and ensure its strong contribution to your practice's financial health.



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You're just the one to do it. The time is now!

"Insource" – and restore your nuclear lab to greatness

You're paying too much

It's not your fault, it's just basic economics.



You can't get cost and operational efficiencies when you run just one or two nuclear labs because you're buying your supplies and labor at the smallest volume discounts.

These inefficiencies are likely costing you \$10,000s to \$100,000s – every year.

If you don't optimize your lab, over the next 10 years you could be overpaying \$500,000 to \$1,000,000+. This cash could help you avoid integration – or save your practice.

But you can do something about it. It's called "insourcing."

Insource to get control and freedom

Insource is where facility physicians bring in a trusted source who becomes directly responsible for dealing with the many tedious and ongoing details of the nuclear lab.

The physicians remain in complete control of the lab and

patients, and all services are performed inside the physician's facility – which is why it's called "insourcing."

This DSO (Diagnostic Service Organization) uses its buying power, large labor force and operational processes to improve the results of the nuclear lab – and passes those savings to the practice to dramatically improve the practice's bottom line, efficiencies, and everyday hassles.

University Nuclear & Diagnostics is an original DSO that's been serving practices like yours for 20 years.

UND does everything for you

We make your lab a cost-effective, smooth operation:

- ✓ Pay for Physicist (and Tech, if desired)
- ✓ Supply radiopharmaceuticals
- ✓ Manage all Licensing and Compliance
- ✓ Keep Accreditation current
- ✓ Train all personnel
- ✓ Pay all taxes
- ✓ Maintain all equipment
- ✓ Cover Cancellations
- ✓ Uphold quality
- ✓ Manage all operations

...and your job is to just set appointments.



Economics of insourcing revealed

Running a nuclear lab can be complicated as you know, and every component adds cost.

But we see every cost component as an opportunity to gain efficiency and save you money.

After a Lab Savings Assessment revealed bloated costs, this client contracted with UND's SmartLab™ service and has recorded significant savings over the last two years:

	2016 Savings	Total Savings
Costs Not Using UND	\$181,575.00	\$366,600.00
Costs Using UND	\$101,796.00	\$208,756.00
Total Practice Savings	\$79,779.00	\$157,844.00

As the numbers show, your nuclear lab doesn't have to be a source of financial stress, but of financial strength.

And financial gains aren't the only benefits...

It's all good

Insource your nuclear lab with us and you'll:

- Reduce your workload & paperwork
- Gain on-site expert lab advice
- Receive bundled billing advantages

This means you get to do more of what you love – interacting with patients and being challenged by practicing cardiology.

Nuclear lab greatness awaits you

You have the ability to restore your nuclear lab as a strong contributor to your practice's financial health – like hundreds of our clients have before you. Take the first step and UND will guide you through it!



Call TODAY for your no-obligation Lab Savings Assessment
877-5-DIAGNOSTICS
(877-534-2466)

Or visit us online and use our Savings Calculator to discover how many thousands of dollars your practice can save.

www.nuclearstresstest.net

"Insource" – and achieve greatness

You're paying too much

- It's not your fault; it's just basic economics.
- Labor, cancellations, isotope costs, accreditation, equipment service costs all add up.
- You can't get maximum and operational efficiencies when you run just one or two nuclear labs because you're buying your supplies and labor at the smallest volume discounts.
- These inefficiencies are likely costing you \$10,000s to \$100,000s – every year.
- If you don't optimize your lab, over the next 10 years you could be overpaying \$500,000 to \$1,000,000+. This cash could help you avoid integration – or save your practice.
- But you can do something about it. It's called "insourcing."



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Simplified Imaging & Diagnostics (S.I.S.) is *THE* original DSO that's been serving practices like yours for 20 years

Insource to get control and freedom

- In sourcing is where facility physicians bring in a trusted source that becomes directly responsible for dealing with the many tedious and ongoing details of the nuclear lab.
- You remain in complete control of you lab and patients, and we make sure your lab is operating at maximum levels - which is why it's called "insourcing."
- This DSO (Diagnostic Service Organization) uses its buying power, large labor force and operational processes to decrease the costs of the nuclear lab – and passes those savings to the practice to dramatically improve the practice's bottom line, efficiencies, and everyday hassles.

SIS does everything for you – and for LESS THAN YOU COULD EVER DO ON YOUR OWN!

SIS helps make your lab a profitable, smooth operation, including:

- ✓ Supply nuclear camera and hot lab (if needed)
- ✓ Pay your current tech or provide you with one
- ✓ Supply radiopharmaceuticals
- ✓ Camera service and repair
- ✓ Physicist services
- ✓ Manage all Licensing and Compliance
- ✓ Keep Accreditation current
- ✓ Train all personnel
- ✓ Pay related taxes
- ✓ Pay once – one vendor – eliminating multiple
- ✓ Extended payment terms
- ✓ Cover Cancellations
- ✓ Uphold quality
- ✓ Manage all operations



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...and your job is to just set appointments and bill globally

Economics of insourcing revealed:

- Running a nuclear lab can be complicated as you know, and every component adds cost.
- But we see every cost component as an opportunity to gain efficiency and save you money.
- After a Lab Savings Assessment revealed bloated costs, this client contracted with SIS's SmartLab™ service and has recorded significant savings over the last two years:
- As the numbers show, your nuclear lab doesn't have to be a source of financial stress, but of financial strength.

And financial gains aren't the only benefits...

It's all good

Insourcing your nuclear lab with us and you'll:

- Reduce your workload & paperwork
- Reduce costs, Increase Profit
- Receive bundled billing advantages

This means you get to do more of what you love – interacting with patients and being challenged by practicing cardiology!



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Nuclear lab greatness awaits you

You have the ability to restore your nuclear lab as a strong contributor to your practice's financial health – like hundreds of our clients have before you. Take the first step and SIS will guide you through it!

Insourcing works, “plain and simple”

No one can say it better than our clients:

“With SIS’s help, we were able to lower our imaging costs and save/make an additional \$109,000 annually.

It saved my practice.”

- Dr. Fenster

“Thanks to SIS, we survived reimbursement cuts and did not have to integrate.”

- Dr. Patel

“There is no better way (than SIS) to maximize stress testing ease and profitability, plain and simple.”

- Dr. Levine

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Lab Savings Assessment
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(877-534-2466)

Or visit us online and use our Savings
Calculator to discover how many thousands
of dollars *your* practice can save.
www.NuclearStressTests.com