

A CASE STUDY:

***MMP Provides Strong Financial Support to Growing Radiology Practice***

DIAGNOSTIC IMAGING ASSOCIATES | TULSA, OKLAHOMA

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~ Dr. Dean Fullingim  
President of DIA

**The Organization**

Diagnostic Imaging Associates (DIA) provides diagnostic and therapeutic radiology services to more than thirty (30) healthcare facilities located throughout Oklahoma. Although based in Tulsa at two of the main hospital systems in town, including SouthCrest Hospital and OSU Medical Center, DIA also provides radiology coverage for dozens of rural hospitals via their industry-leading teleradiology program which was developed and promoted internally. The group was formed in 1969 and employs a total of seventeen (17) physicians, 11 of whom are shareholders. They have experienced tremendous growth due to their attention to quality and customer service.

**Challenges**

In the early years, DIA provided “circuit-riding” radiologists who traveled between hospitals across town or across the state to read cases as needed or on a weekly basis. As word spread of the quality services, and as DIA internally developed more advanced RIS/PACS capabilities, their practice size grew by leaps and bounds as rural hospitals clamored for Board Certified, timely radiology reads. Their services eventually evolved as technology improved and today DIA utilizes one of the most advanced teleradiology networks in the nation to provide radiological testing and image interpretation to outlying hospitals and health clinics. Many of the group’s clients include Native American health facilities.

In 1997, DIA elected to outsource their billing and practice management operations to Medical Management Professionals. The transition came as DIA recognized that due to the growing complexities of healthcare, proper practice management required extensive time, effort and expense. During the same period, DIA worked to perfect an internally designed RIS/PACS system. The home-grown system proved highly effective and significantly boosted the speed and efficiency of the group’s teleradiology capabilities. In addition, the group aligned with the state of Oklahoma and other organizations to develop high-speed, broadband data connectivity between 45 hospitals across rural Oklahoma.

# RADIOLOGY CASE STUDY

## Results

With MMP handling DIA's coding and billing operations and taking responsibility for key business functions like cash flow management, credentialing, internal audits, financial and tax planning and contracting, DIA's leadership has been free to focus on aggressively expanding its teleradiology presence.

"MMP's expertise was evident from the outset and we were immediately confident in their abilities to handle the multiple challenges and responsibilities of managing the practice," says Dr. Dean Fullingim, President of DIA. "Partnering with MMP has allowed us to concentrate on doing what we do best, which is practice radiology and, of course, expand the business."

Thanks to MMP's standardization of back-end business office processes and the increased efficiency it has brought to revenue cycle management, DIA has been able to add new sights with relative ease while maintaining strong cash flow during the critical start-up period of operations.

As new clients are added, MMP quickly develops interfaces with the rural hospitals to obtain demographic information electronically and thus speed the claims process. MMP also has played an important role in helping DIA manage its growth by projecting financial results for specific new clients.

"MMP's ability to link up quickly with hospitals and handle multiple service sites has played a major role in our success," Dr. Fullingim says.

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MMP also has played an important role by providing human resources capabilities and services to DIA's far-flung physician workforce, many of whom do not reside in Oklahoma. And the company has provided key regulatory oversight and compliance education as DIA has grown.



For additional information, or to receive a proposal, please call **1.866.310.4600** or email **radiology@cbizmmp.com**