



Excellence in Extremity MRI



MRI Rental

Program Overview

Extremity Imaging Partners, Inc.

- EIP's MRI rental program provides physicians the ability to offer in office, extremity specific MRI services and capture the **ancillary income** represented by their current MRI referrals.
- Our program has minimal capital investment and financial risk in comparison to ownership of advanced imaging equipment.
- EIP provides a turnkey plan which includes the MRI and all technical services needed to get the practice up and operational under a rental arrangement.



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Frequently Asked Questions



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Why add MRI to my practice?

- Excellent source of ancillary revenues
 - Monetize your existing MRI referrals
- Value added interpretations
- Patient convenience
- Competitive advantage



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Is this program legal?

- There is no referral relationship between EIP and the practice
- Using the In-office Ancillary Services exception to Stark, *42 U.S.C. 1395nn (b)(2)*, providing in office MRI services to patients would be stark compliant
- The In-office Ancillary Services exception is the most commonly used exception by physicians and is not burdensome to meet



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How much does this cost?

- You only incur a fee when you scan
 - *No monthly lease payments*
 - *No volume guarantees*
 - *Very **little financial risk** (\$5K investment)*



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How much space do I need?

- The system can be installed in a room as small as 10' x 10'
 - *No RF room, special shielding or increased power supply needed*



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Who maintains the MRI?

- EIP will provide all services necessary to keep the system maintained and operational
 - *Service is included in the MRI rental fee*
 - *EIP ensures that all units are maintained at or above accreditation standards*



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Is it difficult to operate the MRI?

- Prepositioned coils and preset protocols make positioning and operation easy for first time users



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Who will train my staff?

- EIP will provide on-site applications training and ongoing phone support
 - *Training is included in the MRI rental fee*
 - *Technologist does not need MR certification*



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How is the image quality?

- The unit is designed specifically for extremities and produces thin slice, high resolution images
- EIP's extremity specific protocols and equipment service knowledge and expertise further contributes to optimizing image quality



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Sample MRI Image



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Who will interpret the cases?

- EIP has access to some of the most experienced MSK radiologists who specialize in extremity MRI



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Revenue Analysis



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Annual Revenue

		<u>Annual Revenue</u>								
		<u>MRI Referrals Per Month</u>								
		10	15	20	25	30	35	40	45	
	\$ 380	45,600	68,400	91,200	114,000	136,800	159,600	182,400	205,200	
	\$ 390	46,800	70,200	93,600	117,000	140,400	163,800	187,200	210,600	
	\$ 400	48,000	72,000	96,000	120,000	144,000	168,000	192,000	216,000	
	\$ 410	49,200	73,800	98,400	123,000	147,600	172,200	196,800	221,400	
<u>Global</u>	\$ 420	50,400	75,600	100,800	126,000	151,200	176,400	201,600	226,800	
<u>Revenue</u>	\$ 430	51,600	77,400	103,200	129,000	154,800	180,600	206,400	232,200	
<u>Per</u>	\$ 440	52,800	79,200	105,600	132,000	158,400	184,800	211,200	237,600	
<u>Scan</u>	\$ 450	54,000	81,000	108,000	135,000	162,000	189,000	216,000	243,000	
	\$ 460	55,200	82,800	110,400	138,000	165,600	193,200	220,800	248,400	
	\$ 470	56,400	84,600	112,800	141,000	169,200	197,400	225,600	253,800	
	\$ 480	57,600	86,400	115,200	144,000	172,800	201,600	230,400	259,200	



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Annual Net Revenue

		Annual Net Revenue								
		MRI Referrals Per Month								
		10	15	20	25	30	35	40	45	
	\$ 110	13,200	19,800	26,400	33,000	39,600	46,200	52,800	59,400	
	\$ 120	14,400	21,600	28,800	36,000	43,200	50,400	57,600	64,800	
	\$ 130	15,600	23,400	31,200	39,000	46,800	54,600	62,400	70,200	
	\$ 140	16,800	25,200	33,600	42,000	50,400	58,800	67,200	75,600	
<u>Net</u>	\$ 150	18,000	27,000	36,000	45,000	54,000	63,000	72,000	81,000	
<u>Revenue</u>	\$ 160	19,200	28,800	38,400	48,000	57,600	67,200	76,800	86,400	
<u>Per</u>	\$ 170	20,400	30,600	40,800	51,000	61,200	71,400	81,600	91,800	
<u>Scan *</u>	\$ 180	21,600	32,400	43,200	54,000	64,800	75,600	86,400	97,200	
	\$ 190	22,800	34,200	45,600	57,000	68,400	79,800	91,200	102,600	
	\$ 200	24,000	36,000	48,000	60,000	72,000	84,000	96,000	108,000	
	\$ 210	25,200	37,800	50,400	63,000	75,600	88,200	100,800	113,400	

* Net revenue per scan equals average global revenue per scan minus MRI rental fee and rad fee per scan.



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Would you like more info?

- For more information and to receive a detailed financial projection of providing in office MRI
 - Call toll free 1-866-398-7364 **x6502**
 - or*
 - Email dblue@eipmri.com



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