



## Southeastern Ohio community hospital partners with Riverside Radiology and Interventional Associates to expand service lines and become a top regional provider

### SITUATION

Marietta Memorial Hospital is a nonprofit community hospital serving the Mid-Ohio Valley. The largest employer in Washington County, Marietta Memorial Hospital is part of the Memorial Health System, an integrated network of providers that employs more than 3,000 individuals and includes two hospitals, outpatient service sites and provider clinics.

In 2012, Marietta Memorial Hospital broke ground on a \$12 million expansion that would allow it to better serve its local patient population, including increased capabilities in primary care, specialty care services, OB/GYN care, diagnostic services, cancer treatment and urgent care. These enhanced services were a critical immediate need for the local community, and would allow Marietta Memorial Hospital to further expand service lines in the future.

At the time, hospital leadership considered a variety of solutions to meet the community's clinical needs and support Marietta Memorial Hospital's long-term goal of becoming a top regional hospital. As a result of this process, Marietta Memorial Hospital selected Riverside Radiology and Interventional Associates, a leading provider of professional radiology services to hospitals and other healthcare providers known for its exceptional operational performance, compelling value proposition, sub-specializations, and ability to create a long-term partnership that could grow with the hospital.



### SOLUTION

As one of the largest providers of radiology services in the Midwest, Riverside Radiology and Interventional Associates delivers a fully integrated, unified and industry-leading radiology model that includes workflow, advanced clinical processes and a broad spectrum of physician support services.

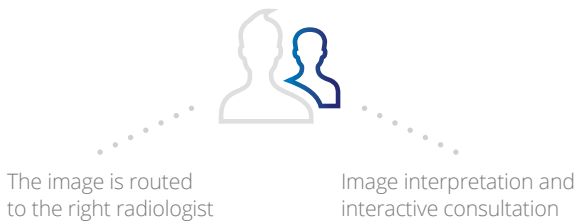
First, Riverside Radiology and Interventional Associates worked with Marietta Memorial Hospital to understand its service levels, conducting a deep dive into all operational, clinical and financial aspects of the hospital's radiology department, including an analysis of existing protocols, work flows, staffing and capabilities.

Based on these findings, Riverside Radiology and Interventional Associates developed a detailed plan to normalize care across all departments and specializations, so that radiology capabilities would be consistent around the clock and physicians and their patients would have access to the latest radiology capabilities. Riverside Radiology and Interventional Associates also successfully recruited three new radiologists to join the Marietta Memorial Hospital's existing staff, and integrated a new IT platform and workflow solution to maximize efficiency and enhance patient care.

“As a nonprofit hospital, our No. 1 priority is providing the best care for the patients in our community,” says Scott Cantley, President/CEO, Marietta Memorial Hospital and the Memorial Health System. “Riverside Radiology and Interventional Associates’ fully integrated, unified solution helped bring our radiology department into the 21st century, allowing us to expand services, better serve our patients and become a top regional provider.”



Riverside Radiology and Interventional Associates’ physician portal provides easy access to ordering guidelines, imaging locations, scheduling details and 24/7/365 physician contact information.



Riverside Radiology and Interventional Associates utilizes RadAssist’s workflow solutions to deliver the right exam to the right radiologist at the right time, as well as enabling instantaneous reporting of critical findings.



Riverside Radiology and Interventional Associates delivers strategically integrated data sharing with hospitals/health systems for disease management across disparate systems.

## RESULTS

Today, Riverside Radiology and Interventional Associates remains the proud radiology services provider for Marietta Memorial Hospital’s physicians and staff, as well as several other Memorial Health System locations, including Selby General Hospital and Belpre Diagnostics. This fully integrated strategic partnership delivers clinically advanced medical imaging services.

The partnership also continues to expand the hospital’s interventional radiology capabilities, allowing Marietta Memorial Hospital’s physicians to perform more minimally invasive procedures and expand the health system’s service lines to support its long-term growth strategy. The hospital has also become a recognized leader in the region, recently winning prestigious awards in patient safety, critical care, and administration and staff excellence.