



**S1 Report:**  
1<sup>st</sup> Semester 2021 Outlook  
January-June

Prepared for: *AHRA Public*

Study & report have been  
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# MICI Overview



## Why was MICI created?

The MarkeTech Group and AHRA collaborated on the creation of **MICI** based on the belief that measuring the confidence of US medical imaging administrators on a regular basis would provide a valuable index for those having an interest in this industry.

The **MICI** panel consists of a select group of **imagePRO™** panel members from around the U.S. representing different hospital sizes and geographic locations to capture a true "industry outlook": how imaging administrators see the future of medical imaging in regard to revenues, costs, purchasing, and growth.

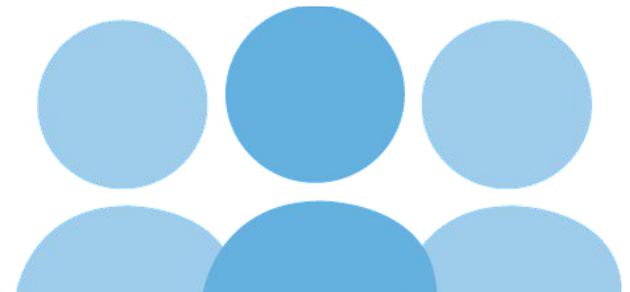
This exciting initiative captures the "mood" of imaging administrators on a quarterly basis regarding the state of medical imaging in the U.S. It also provides a unique statistical index that is likely to attract a lot of attention from those following this industry.



## What is *imagePRO™* and why is it important?

**imagePRO™** was created by The MarkeTech Group to provide a professional community for imaging administrators to participate in studies aimed at advancing the development of medical imaging technology.

The **imagePRO™** panel is a true community of industry professionals and is the leading opt-in panel of this industry. Members are subjected to strict enrollment requirements to represent the voice of their peers and to be part of a group of professionals whose knowledge and input is important.



# Index Methodology



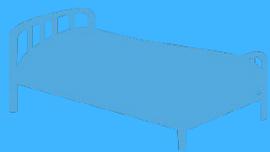
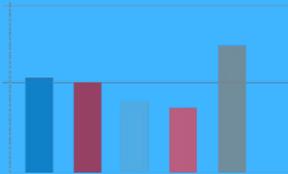
## **160 imaging directors/managers of hospitals**

*completed the 3-minute Web survey regarding their perception of medical imaging trends for the first semester of 2021.*

### **Scores**

*measure the level of confidence, and range between 0 to 200. The score interpretation follows:*

- Below 50 is extremely low confidence
- 50 to 69 is very low confidence
- 70 to 89 is low confidence
- 90 to 110 reflect an ambivalent score (Neutral)
- 111 to 130 is high confidence
- 131 to 150 is very high confidence
- Anything above 150 is extremely high confidence



### **Hospital bed size:**

**52%**  
Under 100



**33%**  
100-299



**15%**  
300 or more



# Index Methodology

## Results

*are reflective of national trends because of the manner in which participants were invited to participate.*

- Participants were recruited by region and number of beds to reflect known AHA incidence.
- Once the final counts were confirmed there were some statistical adjustment—weighting—to ensure the index reflects the U.S. hospital imaging market. This type of adjustment is common when estimating overall market share, trends, and attitudes.



## Recruitment

*accounts for about 90% of correct hospitals and regions to reflect the U.S. hospital market.*

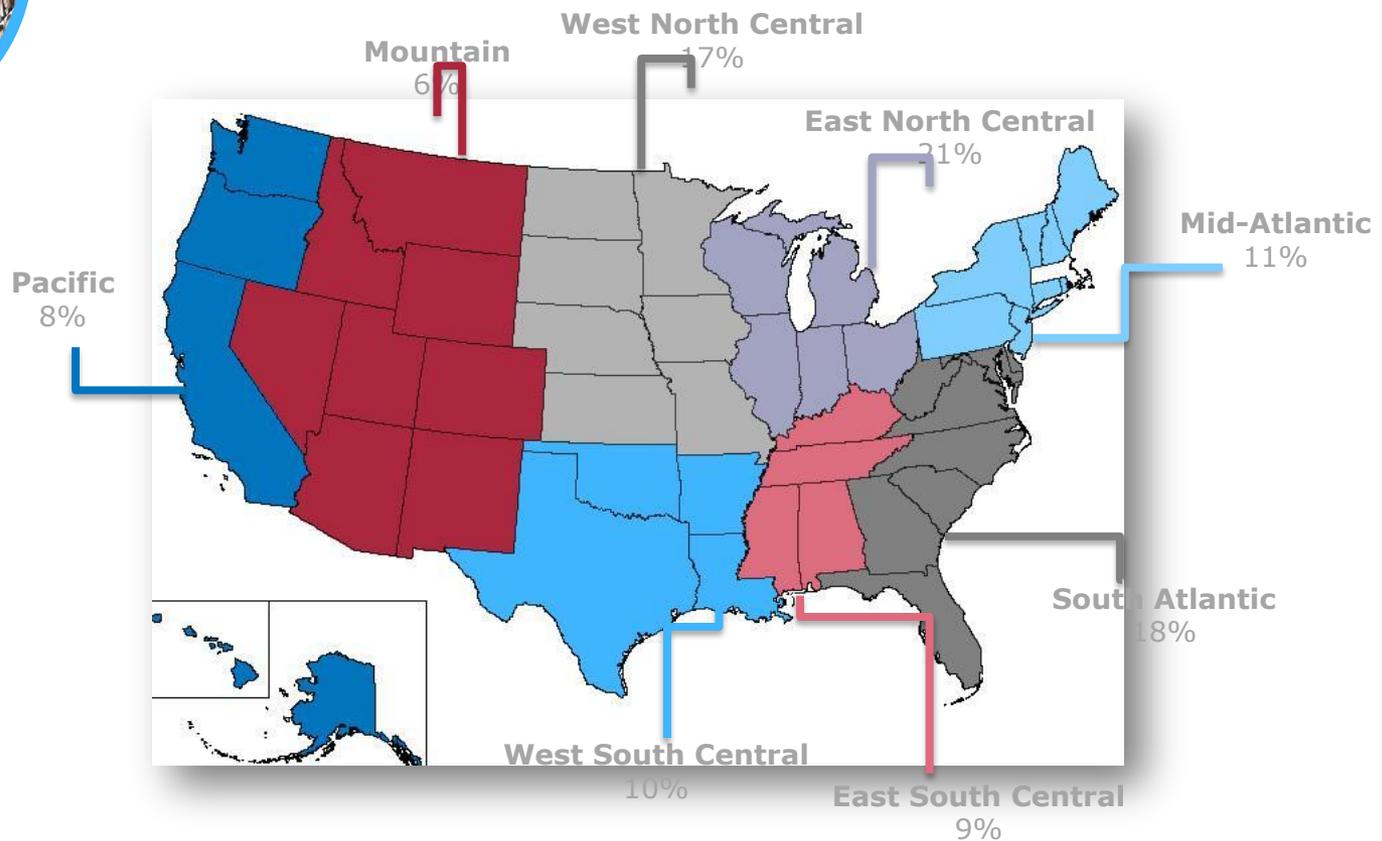
- While relatively minor in magnitude, the weighting accounts for the final 10% to refine the estimates and ensure they represent the U.S. hospital market.
- This refinement is necessary to create an index that truly represents how radiology departments view the economic outlook for the current quarter and will ensure that subsequent MICI results are valid.



# Index Methodology



## Regions



# Results for S1 2021





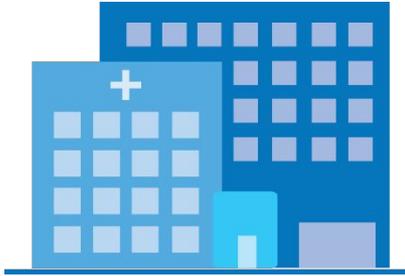
# Staff costs to remain constant, growth in volume and profit



Overall there is high confidence.

Topic	Score Mean	Interpretation
<b>Will grow monthly in diagnostic and interventional radiology</b>	<b>128</b>	<b>High confidence</b>
Receive adequate reimbursement from Medicare for diagnostic and interventional imaging	94	Neutral
<b>Internal operating and staff costs will remain constant</b>	<b>127</b>	<b>High confidence</b>
Will have access to capital for imaging equipment and IT needs	100	Neutral
<b>Will maintain/grow as a profit center</b>	<b>134</b>	<b>Very High confidence</b>
<b>Composite score across all areas</b>	<b>115</b>	

# Hospital bed size differences: Mixed high confidence



Hospitals with **under 100 beds** are more confident that the **internal operating and staff costs will remain constant**.

Topic	Score Mean		
	Under 100 beds	100 to 299 beds	300 or more beds
Will grow monthly in diagnostic and interventional radiology	122	133	139
Receive adequate reimbursement from Medicare for diagnostic and interventional imaging	90	97	105
<b>Internal operating and staff costs will remain constant</b>	<b>139</b>	114	113
Will have access to capital for imaging equipment and IT needs	96	94	123
Will maintain/grow as a profit center	126	140	145
<b>Composite score across all areas</b>	<b>113</b>	<b>114</b>	<b>125</b>



# Regional differences\*: Similar confidence in growth as a profit center and volume

Mid-Atlantic and South Atlantic regions have **very high** confidence in **growth in diagnostic / interventional radiology**.

Mountain region has **extremely high** confidence in **growing as a profit center**.

West North Central and East South Central regions have **very high** confidence that **internal operating and staff costs will remain constant**.

East South Central region has **very low** confidence about **receiving adequate reimbursement from Medicare**.

East South Central, West South Central, and Pacific regions have **low** confidence in **access to capital for equipment**.

\*No statistically significant differences among regions

Topic	Score Mean							
	Mid-Atlantic	South Atlantic	East North Central	West North Central	East South Central	West South Central	Mountain	Pacific
Will grow monthly in diagnostic and interventional radiology	144	138	117	122	128	129	118	128
Receive adequate reimbursement from Medicare for diagnostic and interventional imaging	116	104	90	90	68	92	99	90
Internal operating and staff costs will remain constant	125	121	121	147	136	130	120	111
Will have access to capital for imaging equipment and IT needs	95	114	110	100	84	74	115	83
Will maintain/grow as a profit center	136	141	130	131	123	124	159	136
<b>Composite score across all areas</b>	<b>121</b>	<b>123</b>	<b>113</b>	<b>116</b>	<b>106</b>	<b>107</b>	<b>121</b>	<b>107</b>



# Summary

1

There is **very high confidence** in the **facility growing as a profit center**.

2

**High confidence** in the **growth of diagnostic and interventional radiology** and **staff costs remaining constant**.

3

Hospitals with **less than 100 beds** are **more confident** in **internal operating and staff costs will remaining constant**.

4

**Mountain** region has an **extremely high confidence** in **growth as a profit center**. The **Mid-Atlantic and South Atlantic Pacific** regions have **very high confidence** in **growth in volume**. **West North Central and East South Central** regions have **very high confidence** that **staff costs will remain constant**.

5

**East South Central, West South Central, and Pacific regions** have **low confidence** in **access to capital for equipment**. **East South Central** region has **very low confidence** about **receiving adequate reimbursement from Medicare**.



# S1-2021 Member comments about the outlook

## **Study volume increase / planned growth:**

- *Volumes have trended down for the past 12 weeks, a lot due to a decrease in same day add-ons due to virtual visits*
- *As long as pandemic exposure rates continue to remain low, I expect to see continued improvement. But if they spike again, we will see another decline.*
- *In July 2020 our imaging numbers minus interventional recovered strongly and declined again after. We are at 70% of the volume we have had the previous fiscal years. By adding contracted PET/CT we have made up some of the loss. With the vaccine coming around, I am hoping patients will be more comfortable coming in for Radiology procedures.*
- *Volumes remain steady but on the low side as we recover from the pandemic. We have new projects beginning this month to enhance services.*
- *Outpatient exams seem to be on the rise, as well as routine screening exams that had previously been postponed due to COVID-19.*

## **Uncertainty / complaints about healthcare policy and reimbursement:**

- *More of a drop [in volumes] than the annual usual reset of deductibles. I'm not sure how recovery will be.*
- *We are still catching up from the losses of COVID in 2020. We feel once vaccines are in place, patients will feel more comfortable with coming in for treatment. We are also concerned with patients losing jobs and high deductibles as well.*
- *Our volumes remain strong, I hesitate on some of the reimbursement questions just not confident they will remain the same. This organization is very careful with capital expenses in 2021.*
- *We are currently having insurance issues. Hopefully this will get resolved and our numbers will increase.*
- *Very optimistic about the first quarter of 2021. Volumes are rebounding and reimbursement is unchanged.*
- *While we may have funding available for capital expenses we will be very cautious about spending money until we see how the pandemic plays out now that vaccines are starting to be administered.*

## **Internal operating and staff costs remaining constant:**

- *We are still recovering from the impact of COVID in our community. Our funding will be focused on improvements that have a direct impact on helping us to bounce back from this financial devastation.*
- *Not sure about staffing, we are seeing staff leave for increased pay, better work-life balance, and transferring with family. Costs will increase, because for the first time in years, we are onboarding travelers where possible.*
- *There is significant unknown in any business right now. We are wanting to expand, but with the hit we took financially during the pandemic, we are balancing a budget based on 2019 information.*
- *[We] expect our staffing costs to increase to retain and attract new talent.*



# Quarter-to-Quarter Analysis

**Results** are now shown for Q2 2019 through S1 2021.

- *Comparisons are presented to show any trending of the data over a one year period.*

**Analyses** are based on between group analysis of variance (ANOVA) where participant's scores are compared over time to determine if changes occur.

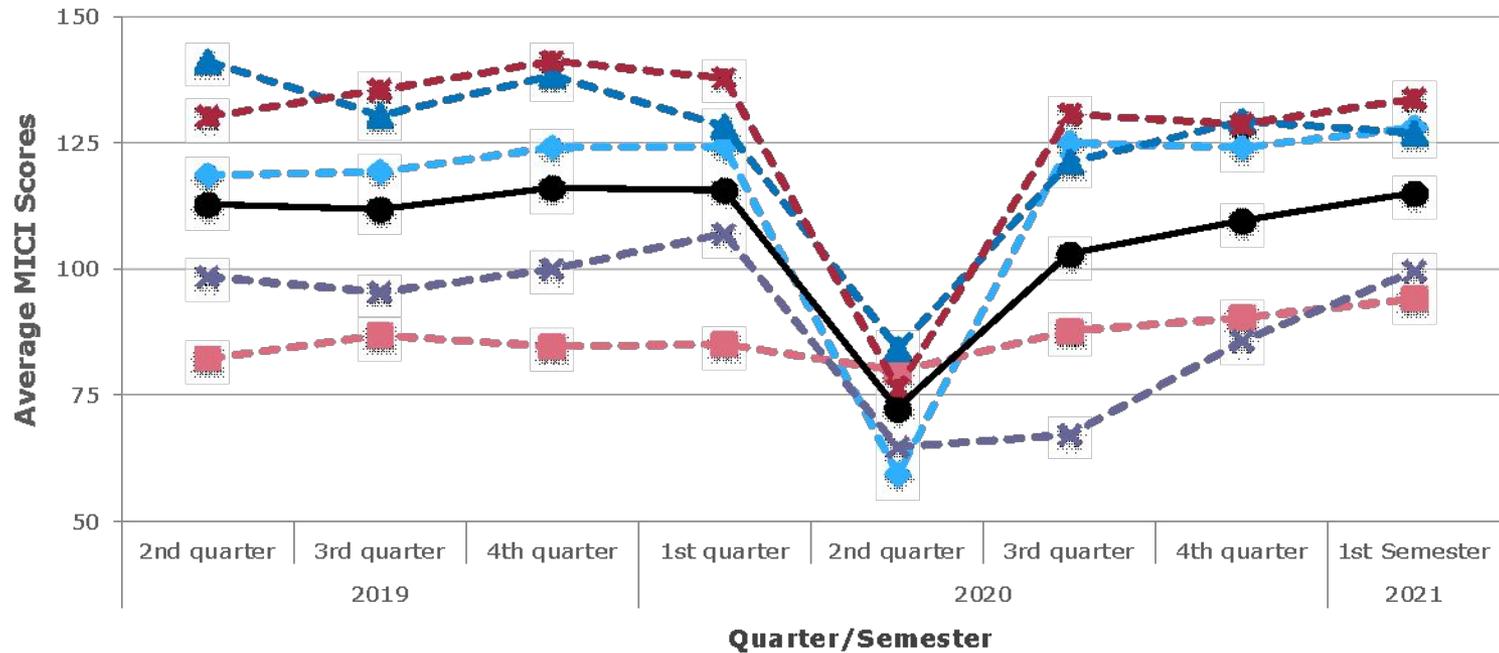
# Quarter-to-Quarter analysis Q4-2020 through S1-2021

Topic	Score Mean	
	Q4 2020	S1 2021
Will grow monthly in diagnostic and interventional radiology	124	128
Receive adequate reimbursement from Medicare for diagnostic and interventional imaging	90	94
Internal operating and staff costs will remain constant	129	127
<b>Will have access to capital for imaging equipment and IT needs</b>	<b>86</b>	<b>100</b>
Will maintain/grow as a profit center	129	134
<b>Composite score across all areas</b>	<b>109</b>	<b>115</b>

**Having access to capital is significantly higher in S1 2021 compared to Q4 2020.**



# Quarter-to-Quarter analysis Q2-2019 through S1-2021



- ◆ Will grow monthly in diagnostic and interventional radiology
- Receive adequate reimbursement from Medicare for diagnostic and interventional imaging
- ▲ Internal operating and staff costs will remain constant
- ✱ Will have access to capital for imaging equipment and IT needs
- ◆ Will maintain/grow as a profit center
- Composite score across all areas

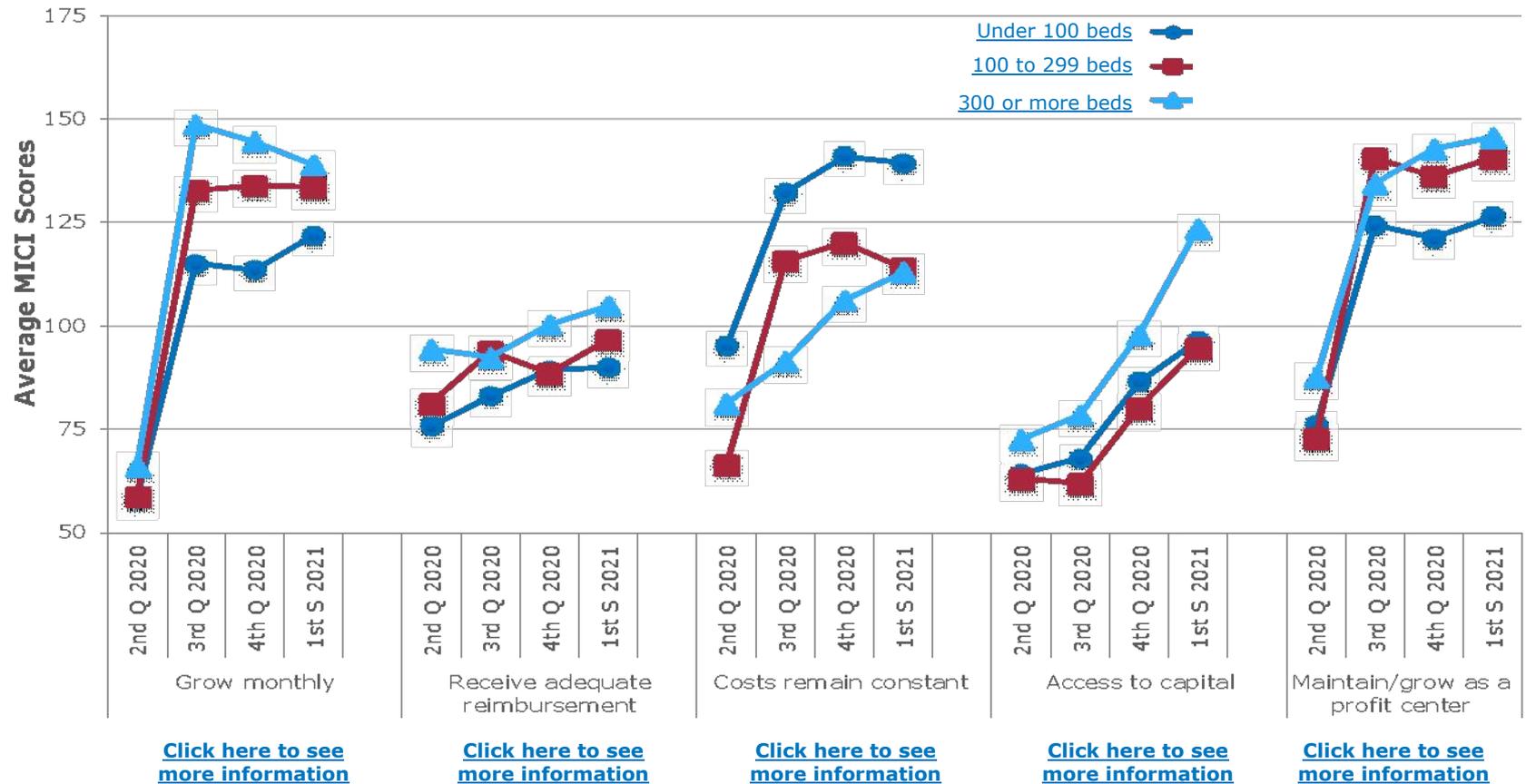
Margin of error: ±8 percentage points

## TRENDING:



Overall, higher confidence in access to capital in MICI S1 2021 compared to Q4 2020. Higher confidence in all areas in Q4 2020 compared to Q2 2020.

# Quarter-to-Quarter analysis Q2-2020 through S1-2021



Margin of error: ±8 percentage points



**For details on MICI scores by bed size – please click on underlined links, or go to Appendix B.**

# Quarter-to-Quarter analysis Trend Summary

## Overall:

Higher confidence in *having access to capital*

In aggregate, **Higher confidence** in having access to capital in S1 2021 compared to Q2/Q3/Q4 2020. **Higher confidence** in all areas in S1 2021 compared to Q2 2020.

## Under 100 beds:

Higher confidence in *having access to capital*

**Higher confidence** in having access to capital in S1 2021 compared to Q2/Q3 2020. **Higher confidence** in all areas in S1 2021 compared to Q2 2020.

## 100 to 299 beds:

Higher confidence in *having access to capital*

**Higher confidence** in having access to capital in S1 2021 compared to Q2/Q3 2020. **Higher confidence** in S1 2021 compared to Q2 2020 in all areas besides receiving adequate reimbursement.

## 300 or more beds:

Higher confidence in *having access to capital*

**Higher confidence** in having access to capital in S1 2021 compared to Q2/Q3 2020. **Higher confidence** in S1 2021 compared to Q2 2020 in all areas besides receiving adequate reimbursement.

