

Meeting the Patient Where They're At: Mobile Imaging Fleet

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Learning Objectives:

- The participant will be able to describe how having dedicated leadership oversight provides consistent and efficient operations to accomplish systemness and standardization.
- The participant will be able to describe how the mobile fleet provides flexibility to meet the needs of the patient and drive patient satisfaction.
- The participant will be able to describe the benefits of your footprint beyond your stationary equipment in the communities you serve by increasing access.



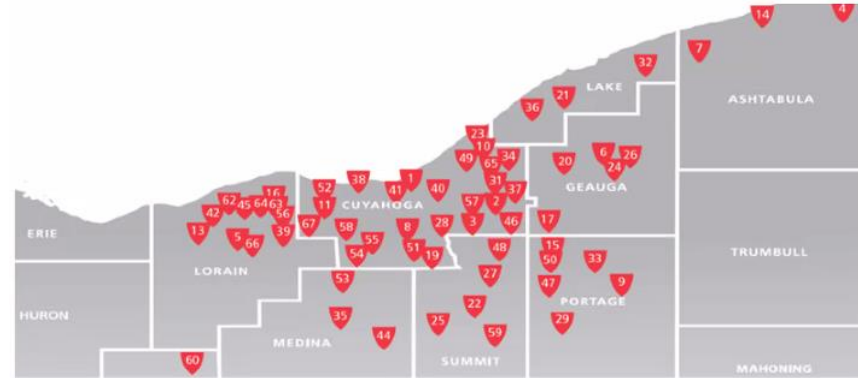
Introduction:

- Patient at the forefront of any business decision
- Enables the ability to leverage costly resources
- Allows for relocation and access to patients and communities
- Supports standardization and systemness
- Real-time data drives decision-making
- Level of access
- Benefit: expanding your footprint



Current State:

- University Hospitals
 - 13 Medical centers
 - 40+ Health centers
- 4 MR
- 2 MR stationary
- 2 PET
- 1 mammography
- 1 CT



Consistent and Efficient Operations:

- Vendor selection
- Configuration of trailer
- Site requirements and preparation
- Equipment repair/preventative maintenance
- Mobile leadership structure
- Staffing
- Financials



Vendor Selection:

- Vendor partnership
- Functionality
- Cost
- Lease or Buy
 - Lease
 - Short term solution
 - Staffing readily available
 - Buy
 - Modality triad
 - Radiologist
 - Technologists
 - Radiology Leaders



Configuration of Trailer:

- Size of trailer 42ft or 48ft
 - Change in size of
 - Changing rooms
 - IV rooms
 - Sub-waiting area
 - Ours are standard 48ft for consistency of concrete pads, electrical, etc.
- Marketing Wrap or donor name, etc.
- Stock of trailer depending on size, may need to be special ordered



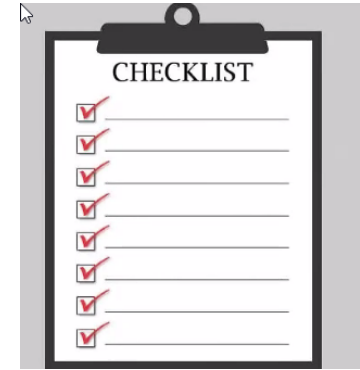
Site Requirements and Preparation:

- Factors for consideration:
 - Space
 - Ease of accessibility for patients
 - Patient flow, check in process, emergency situations
 - What to include:
 - Space, awning, concrete pad, electrical, networking, IT support, city approval
 - Approximate costs listed below:
 - IT/Power 32k
 - Awning 40k
 - Heaters 6k-8k/each
 - Reinforced concrete 20k
- (This does not include prep work once we find a mobile location)



Site Requirements and Preparation:

- Standardization
 - Repeatable
 - Supportable
- Image transfer considerations
 - Wireless capabilities
 - Prioritize images
 - Mobile stroke cases
 - Partnerships with wireless providers to send images on the go



Equipment Repair/Preventative Maintenance:

- Preventative maintenance
 - Create a plan to be proactive
 - Pictures
 - IT support
- Service can be complex
 - Mobiles are hospital assets
 - Based on lease or buy
 - HTM and/or OEMs
 - Trailer is serviced by transport company
 - Location of repair/PMs
 - Clear PHI



Mobile Leadership Structure:

- System partnership
 - Direct
 - Director
 - Manager
 - Supervisor
 - Modality Team Leads
 - Indirect
 - Market directors
 - Site leaders



Staffing:

- Mobiles
 - Internal
 - Mobile fleet team
 - Site team
 - External
- Mobile Stationary Units
 - Site team
- Reporting Structure: system partnership



Staffing:

- To support from IT perspective
 - Radiology Informatics team
 - Modality
 - Site readiness and maintenance
 - RIS, PACS, and systems
 - IT teams
 - Infrastructure



Financials:

- Approach: Historic vs today
 - Routing
 - Expenses
 - Salaries
 - Supplies
 - Transportation
 - Lease
 - Repairs
 - Revenue
 - Market Share



Mobile MRI Proforma: Purchase vs. Lease

- Assumptions
 - MRI Model: 1.5T or 3T Mobile MRI
 - Expected Usage: 8-10 patients per day
 - Contract Duration: 5 years
 - Financing Rate (for Purchase): 6%
 - Lease Term: 5 years, operating lease



Mobile MRI Proforma: Purchase vs. Lease



Cost Breakdown

Category	Purchase	Lease
Initial Cost	\$2.5M - \$3.5M (Capital Expenditure)	\$0 (No Capital Investment)
Monthly Payment	\$40,000 - \$50,000 (Loan Payment)	\$60,000 - \$80,000 (Lease Payment)
Maintenance	\$50,000 - \$100,000 per year	Included in lease
Insurance	\$25,000 - \$50,000 per year	Included in lease
Depreciation	7-10% per year	N/A
Residual Value	\$500,000 - \$1M after 5 years	N/A
Tax Benefits	Depreciation & interest deduction	Lease payments are deductible
Flexibility	Low - Long-term commitment	High - Easier to upgrade or return
Technology Risk	Higher - May become outdated	Lower - Can upgrade at lease end

Financial Summary (5-Year Projection)

Metric	Purchase	Lease
Total Cost Over 5 Years	\$3.5M - \$4.5M	\$3.6M - \$4.8M
Equity Built	Yes (Own Asset)	No (No Ownership)
Cash Flow Impact	Higher upfront, lower long-term costs	No upfront cost, higher ongoing costs

Decision Considerations:

Purchase is ideal for organizations with capital reserves, long-term usage plans, and a preference for asset ownership. Lease is better for institutions needing financial flexibility, predictable expenses, and access to newer technology without long-term commitment. Recommendation: The choice depends on financial strategy, risk tolerance, and operational priorities. Organizations with strong capital reserves may prefer to purchase, while those prioritizing cash flow and flexibility may opt for leasing.



Flexibility and Expanding Footprint:

- Access
- Patient Satisfaction
- Community Benefit



Access: Standardization

- Exam time durations
- Schedule templates
 - Hours of operation
 - Flexibility
- Accurate Scheduling
 - Decision trees



Access: Monitoring backlog

- System Backlog goal
 - Within 3 days to the 3rd available appointment

Visit Type	Ahuja Medical Center	Ashtabula Health Center	Conneaut Medical Center Rad	Geauga Medical Center	Geneva Medical Center
BI MAMMOGRAM SCREENING TOMOSYNTHESIS BILATERAL		16			
MR BRAIN W WO	12		22		
MR BRAIN WO	5		15		
NM PET CT BRAIN				5	0



Patient Satisfaction:

- Press Ganey



Modality Comparison Table
Feb 2024 to Jun 2024
Target= 80.50% Alarm= 80.00%

Modality	Target Status	Quality Status	SPC Chart - +	Total Top Box Responses	Total Responses To Question	Percent Top Box
POR KENT MR MOBILE		✓		119	138	86.23%
POR PET MOBILE		✓		47	47	100.00%
CMC EUHC MAM MOBILE		✓		121	136	88.97%



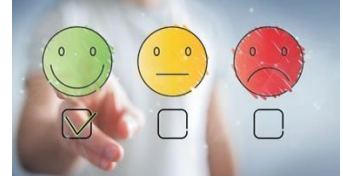
Patient Satisfaction:



Modality	Target Status	Quality Status	SPC Chart		Total Top Box Responses	Total Responses To Question	Percent Top Box
			-	+			
PAR OPCTR PETCT MOBILE		✓			13	20	65.00%
PAR ANGIO		✓			22	30	73.33%
PAR CT		✗			266	353	75.35%
PAR OPCTR MR MOBILE		✓			45	58	77.59%



Patient Satisfaction:



- Increase footprint
 - Closer to home
- AIDET Plus the Promise: Acknowledge, Introduce, Duration, Explanation and Thank you
- Service Recovery



Community Benefit:

- Well-being
- Homeless events
- RAM clinics
- Corporations
- Wellness Events
- Cleveland Browns Games



Conclusion:

- Lessons Learned
 - Dedicated leadership for mobiles
 - Team engagement
 - Employee satisfaction
 - Patient satisfaction
 - Growth
 - Standardization



Conclusion:

- What's next?
 - Replacement plan
 - Consolidations
 - Assessment of mobile fleet
 - Streamlined electronic request process for mobile services

