



ValidationInstitute

2020 Validation Report

Review for: Green Imaging
Valid through April 2021



Company Profile



Category:	Specialty Imaging
Website:	http://www.greenimaging.net
Public or Private:	Private
Year Established:	2013
CEO:	Dr. Cristin A. Dickerson, MD
Company contact:	info@greenimaging.net

Description:

Green Imaging is a full service virtual medical imaging network owned and operated by a group of board-certified radiologists. **Green Imaging** helps patients make the most informed decisions about MRIs, CTs, and other imaging procedures. Unlike other imaging facilities, the cash-pay price **Green Imaging** provides is the final price you pay. There is no extra charge for the radiologist fee. **Green Imaging** believes that healthcare costs should be transparent.





Claim Assertion for Validation

Green Imaging is owned and operated by board-certified radiologists who manage a virtual medical imaging network (CT scans, MRIs, x-rays, etc.) with locations nationwide. The company offers transparent pricing, centralized scheduling, software that keeps providers up to date on status of referrals, and centralized viewing and reporting software. The objective is to provide quality medical imaging services for a lower cost.

Intervention Link to Outcome

- **Summary of intervention**

Green Imaging is a full service virtual medical imaging network based in Texas with multiple locations nationwide that is owned and operated by a group of board-certified radiologists. The group offers a range of imaging products, (such as MRI, CT scan, X-ray) and all exams are read by board certified and fellowship-trained radiologists. Green Imaging offers radiologic consultation to the referring providers. All services are offered for a cash-pay price that includes the exam and radiologist's time to read results. Their claim is that the patient pays for the procedure up-front, with no surprise bill after the fact.

Green Imaging markets itself as a leader and a disruptor in the healthcare industry due to its transparent pricing without hidden referral fees, its centralized scheduling for facilities across the United States, its referral software that keeps providers up to date on status of referrals, and a centralized viewing and reporting software so referring providers can see images and reports in one portal no matter where the exam was performed.





- **Describe the outcome being measured**

The expected outcome is to provide quality medical imaging services for a lower cost than the regional fair price for each type of procedure offered.

- **Has the applicant shown with published literature or other credible sources that the outcome being measured is correlated with the intervention being described?**

No

- **Comment, if no published literature is available, on the reasonableness of the intervention-outcome correlation**

Not Applicable





Method / Calculation / Examples

Green Imaging compared its fees with the Healthcare Bluebook Regional Fair Price (RFP) for each medical imaging service offered.

Data Source

- **Describe the data source**

The applicant references Healthcare Bluebook as the source for comparison data. Healthcare Bluebook is a recognized and credible source for this information. The applicant is the source for its own pricing data.

- **Did the applicant have adequate data from a credible, reliable source?**

The applicant presented a spreadsheet comparing their fee to the client with the Healthcare Bluebook Regional Fair Price (RFP) for a range of medical imaging services. For example, Green Imaging charges \$50 for an x-ray of the right elbow, while the RFP is \$61, resulting in an \$11 savings for the patient and a fee that is 22% below the RFP.

The applicant did not provide a time range or geographic location for the fees.

- **Is the data source appropriate for the outcome being measured?**

Assuming the applicant has used comparable data by region, the source is appropriate for the outcome of reducing the cost of care.





- **Comment on the overall quality of data source.**

It's difficult to determine the overall quality of the data with the information provided by the applicant. I suggest a more rigorous analysis that clearly delineates time frames and geographic regions and compares appropriate measures in Healthcare Bluebook.

Findings & Validation

A table documented cost differences between Green Imaging's price and the regional fair price for over 40 procedures, including CT scans, MRIs, x-rays, and mammograms. All examples demonstrated Green Imaging fees were 0.70% to 170% below RFP.



Outcome Measure

- **Describe the outcome measure**

The expected outcome is to provide quality medical imaging services for a lower cost than the regional fair price for each type of procedure offered.

- **Is the outcome measure reflecting something important to health improvement, quality of care, and/or value/ financial savings?**

The measure is important to demonstrate that there are alternative ways to deliver healthcare services that result in lower costs to patients, while maintaining a high standard of care.

- **List any measure steward or other published source for the measure**

None provided.

- **Describe the overall approach – a trend from pre- to post-, comparing similar groups, etc.**

The applicant operates in numerous locations nationwide and notes that they have served tens of thousands of people. They do not, however discuss how the analysis presented is indicative of their work overall or how their specific model could be replicated.

- **Did the applicant use the data source correctly to compose the measure?**

Yes.



- **Comment on any issues with compiling the measure, such as missing or incomplete data or lack of data on non-participants.**

No details were offered about how the HealthCare Blue Book data was selected, such as by region or state. The statements about savings could have been strengthened by this.

Bottom Line

- **Did the applicant clearly trace a correlation between the intervention, the outcome, and the measure?**

The premise is that healthcare costs are higher than necessary and Green Imaging can offer the same quality of services available at other medical imaging facilities, but at a lower cost. There is no discussion of how they can provide this service at a lower cost nor how they maintain a similar quality of service.

- **Were there significant flaws in the data source, measure approach, or other aspects of the application?**

Flaws were not significant.

- **What were the strongest points of the application?**

A strength of this application is that the business is owned and operated by a group of board-certified radiologists who are committed to reducing costs for patients and ensuring patients understand their results and make the most informed decisions for their health.





Validation and Credibility Guarantee

Green Imaging achieved level 1 validation for Savings. Validation Institute is confident that **Green Imaging** performs as they state they are willing to provide up to a \$25,000 guarantee as part of their Credibility Guarantee Program*.

Level 1 - Savings

Can produce a reduction of health care spend including the cost of the provider. Product/solution has produced, and replicated a lower cost for healthcare overall or a specific component of healthcare

Level 2 - Outcomes

Product/solution has measurably “moved the needle” on an outcome (risk, hba1c, events, employee retention, etc.) of importance.

Level 3 - Metrics

Claim is made that – with sourced, overridable assumptions linked to peer-reviewed or government sources

Level 4 - Contractual Integrity

No outcomes or savings has been shown, but vendor is willing to put a part of their fees “at risk” as a guarantee





Limitations

The data offered does not address the quality of care.





Validation Expiration: April 2021

CERTIFICATE OF VALIDATION

Applicant: **Green Imaging**
2020 Albans
Houston, Texas, 77005

Product: Virtual medical imaging network

Claim: Provide quality medical imaging services for a lower cost.

Validation Achieved: Level 1 – Validated for Savings

Linda Riddell
VP, Population Health Scientist
Validation Institute

Benny DiCecca
Chief Executive Officer
Validation Institute





About Validation Institute

Validation Institute is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of healthcare.

To strengthen our offering and provide additional credibility around our service, the **Validation Institute** recently announced a Credibility Guarantee* that offers customers of validated solution providers up to a \$25,000 guarantee. This guarantee confirms that a validated solution provider will, achieve what the validation language on a marketing claim says it will achieve.

