



ValidationInstitute

2021 Validation Report

Review for: Green Imaging

Validation Achieved: Level 1 - Savings

Valid through August 2022



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 radiologist-owned and managed company that provides high quality affordable imaging services through a network of imaging centers. **Green Imaging** helps patients make the most informed decisions about MRIs, CTs, and other imaging procedures with a centralized ‘concierge’ service and a robust network database that makes scheduling easy and fast. In the diagnostic imaging market, the most common place to have an MRI is also the most expensive – the hospital, where the price can be much higher than the cost of an independent facility. **Green Imaging** pricing is often less than hospital rates through direct billing and **Green Imaging** offers a transparent fair market price so the patient is never blindsided with a bill. **Green Imaging** helps TPA’s, Brokers, Employers, and self-directed patients have one diagnostic solution.





Claim Assertion for Validation

Green Imaging's average price per imaging service is lower than alternative providers' average price per service.





Method / Calculation / Examples

The case study shows a single large employer who offered Green Imaging services in addition to its insurer's network. The analysis took the count of imaging services that Green Imaging provided for a 12-month period, and the actual price charged for each. The total price was divided by the count of services to get an average price per service for each type of service (MRI, X-ray, etc.).

Based upon medical claims data, the same calculation was done to derive an average price per service for non-Green Imaging services.

The count of Green Imaging services was the basis for estimating how much the employer would have spent if the services had been done elsewhere.





Findings & Validation

The results summary appears in Table 1. For the case study employer, 5,984 scans were done in the Green Imaging network; if those scans had been done by alternative providers, the employer would have spent approximately \$2.2 million dollars more on these services.

Procedure	Non-Green Imaging Average Price	Green Imaging Average Price	Green Imaging Price as % of Non-Green Imaging Price
MRI	\$1,415	\$467	33%
CT	\$2,007	\$410	20%
Ultrasound	\$330	\$212	64%
X-Ray	\$199	\$88	44%
Mammogram	\$300	\$239	80%
PET/CT	\$2,756	\$1,406	51%
Bone Density	\$173	\$136	79%

Table 1: Comparison of Green Imaging to Non-Green Imaging Prices





Limitations

By using Green Imaging services, employees avoided the plan's deductible. Easing a barrier to care typically increases the number of people receiving care. This analysis does not address whether the employer's total count of imaging services increased.

Furthermore, the analysis does not address whether Green Imaging's basket of services is similar to the non-Green Imaging's basket of services. Therefore, the average price calculated for each may reflect slightly different services. A more detailed analysis could confirm the two sets of services are similar.





Validation and Credibility Guarantee

Green Imaging's Service achieved level 1 validation for Savings. Validation Institute is willing to provide up to a \$25,000 guarantee as part of their Credibility Guarantee Program. To learn more, visit <https://validationinstitute.com/credibility-guarantee/>.

Level 1 – Savings

Can reduce health care spending per patient/participant or for the plan/purchaser overall.

- Savings on Plan/Purchaser Level
- Savings on Participant Level

Level 2 – Outcomes

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

Level 3 – Metrics

Credible sources and valid assumptions create a reasonable estimate of a program's impact.

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.





Validation Expiration: August 2022

CERTIFICATE OF VALIDATION

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

Product: Green Imaging Service

Claim: Green Imaging's average price per imaging service is lower than alternative providers' average price per service.

Validation Achieved: **Level 1 - Validated for Savings**

Validation Award Date: **September 2021**

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 health care.

