



**Validation**Institute

# 2022 Validation Report

**Review for: Green Imaging**  
**Validation Achieved: Savings**  
**Valid through: August 2023**

# Company Profile



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<b>Category:</b>	Specialty Imaging
<b>Website:</b>	<a href="http://www.greenimaging.net">http://www.greenimaging.net</a>
<b>Public or Private:</b>	Private
<b>Year Established:</b>	2013
<b>CEO:</b>	Dr. Cristin A. Dickerson, MD
<b>Company contact:</b>	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

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



## Method / Calculation / Examples

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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

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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

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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

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**Green Imaging's Service** achieved 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/>.

## Savings

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

## Outcomes

Product/solution has measurably improved an outcome (risk, hba1c, events, employee retention, etc.) of importance.

## Metrics

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

## Contractual Integrity

Vendor is willing to put a part of their fees "at risk" as a guarantee.

**Validation Expiration: August 2023**

# CERTIFICATE OF VALIDATION

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**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:** **Validated for Savings**

**Validation Award Date:** September 2021



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**Linda Riddell**  
**VP, Population Health Scientist**  
**Validation Institute**



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**Benny DiCecca**  
**Chief Executive Officer**  
**Validation Institute**





# About Validation Institute

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**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.

## Validation Review Process

Validation Institute has a team of epidemiologists and statisticians who review each program. The team focuses on three components:

- Evidence from published literature that a similar intervention had similar results.
- The reliability and credibility of the data sources.
- The rigor of the approach to calculating results.

To achieve validation, the program has to satisfy each of these components. VI's team then summarizes the review into a report which is publicly available. Details of VI's review are available with the program's permission.