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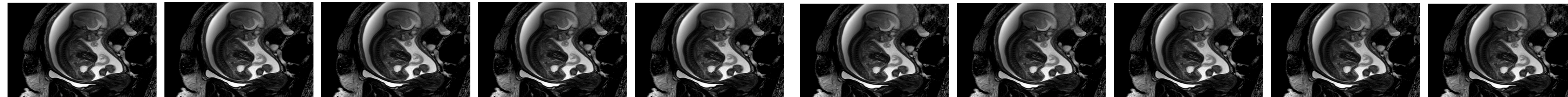
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PURPOSE

- Like any business, radiology practices seek to make a profit while living up to their mission statements.
- Businesses often take a loss on products or services to achieve their mission or foster relationships that generate revenue elsewhere.
- Such services are termed “loss leaders” because they lead a business in its mission despite losing money.
- Fetal MRI potentially represents one of these loss leading service lines.

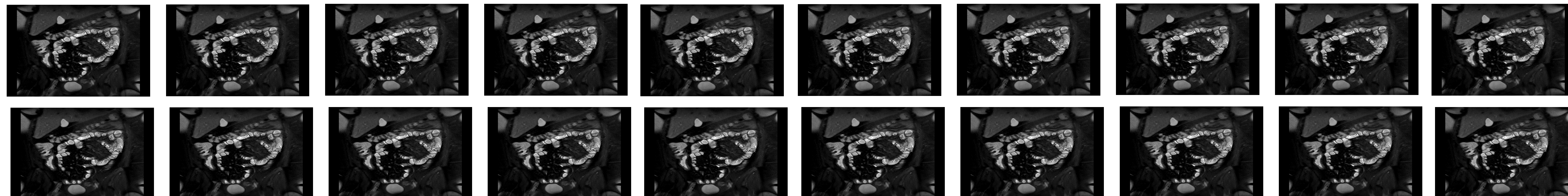
RESULTS

Maximum Daily Schedule Capacity for Fetal MRI: 10



Institutional Requirement for Interpretation: Pediatric Radiology or Body Imaging Fellowship with specialized training in Fetal MRI (3 pediatric radiologists and 3 pediatric neuroradiologists)

Maximum Daily Schedule Capacity for Abdominal MRI: 20



Institutional Requirement for Interpretation: All radiologists credentialed for body imaging (15 pediatric radiologists)

CONCLUSION

- Opportunity costs related to scanner time, interpretation, consultation, and training result in significant short-term financial losses to both facilities and radiology practices with respect to fetal MRI.
- Nonetheless, practices should consider offering this service line to build relationships with ordering providers.

REFERENCES

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METHODS

- The time and labor to perform a fetal MRI is compared to a standard MRI of the abdomen without intravenous contrast at the same hospital.
- Time to interpret both exams is compared.
- Consultation time with the interpreting radiologist is considered.
- Special training considerations are included.

Factor	Fetal MRI	Abdominal MRI
Professional Work RVU	CPT 74712 = 3 wRVU, (30 total)	CPT 74181 = 1.46 wRVU, (29.2 total)
Time to Interpret	39 minutes, 390 minutes total	18 minutes (360 minutes total)
Patient Consultation	20 minutes, 160 minutes total	N/A
• Opportunity Cost	\$70 each, \$700 total	N/A
Referring Provider Report	5 minutes, 50 minutes total	N/A
• Opportunity Cost	\$17.50, \$175 total	N/A
Technologists Trained to Perform	4	19