Bridge Connector

Radiology Group Unlocks Real Time Physician Referral Data

Premier Radiology | Saint Thomas Health

Systems Integrated

RIS   salesforce

ROI

10x

more referral data

INDUSTRY
RADIOLOGY

HEADQUARTERS
NASHVILLE, TENN,

COMPANY SIZE
501-1,000 EMPLOYEES

Premier Radiology creates marketing efficiencies using real time physician referral data.

"Thanks to our engagement with Bridge Connector, we have been able to unlock all of our physician referral data — no more speculation. Premier Radiology now has real-time, accurate data for our marketing team to do their best work."
— Gail Bedlack, Chief Marketing Officer at Premier Radiology

Who is Premier Radiology?

Premier Radiology utilizes Bridge Connector integrations to gain visibility into referrals using real time referral data. Premier Radiology is the largest outpatient diagnostic imaging network in Tennessee. A joint venture organization of Saint Thomas Health, Advanced Diagnostic Imaging and MidState Radiology, Premier's network includes 20 diagnostic imaging locations throughout the region, and they provide access to over 50 board-certified, sub-specialized radiologists in Middle Tennessee, performing over 400,000 studies annually. They offer same-day appointments and study reports. The diagnostic images are provided to the referring provider before the patient leaves the center, with complete study interpretation delivered within hours.

The Challenge:

With Premier Radiology's exceptional growth, their marketing team was struggling with labor-intensive, costly manual reporting. This resulted in large, bulky binders of monthly paper reports that were up to 30 days old when calling on referring providers. They needed access to real-time data to enact a data-driven marketing plan, enabling more accurate forecasting and strategic targets, by rep, by account, and by territory.

Bridge Connector Solutions:

Bridge Connector's integration between Premier Radiology's radiology information system (RIS) and their Salesforce instance allows for more seamless communication. The diagnostic image results, which includes the referring physicians, moves from their RIS to Salesforce, so they're able to have all the data in one place. This automatically creates referral orders in Salesforce, including any updates to a record, and tracks the referring physician on each one.

"Premier Radiology was facing a challenge, and we didn't realize how hindering that challenge was until the solution was enacted," said Gail Bedlack, Chief Marketing Officer at Premier Radiology. "The real-time data saves our team time, with less errors and more insight than ever before. Bridge Connector understood what had to be done and was able to guide us through the process. There was clear communication and full transparency the entire way, which made it much easier for our team to adapt to the change."

The Results:

Premier Radiology is now able to not only identify their lower volume accounts, but also their "splitter" accounts and the new, emerging accounts that had previously been poorly attended to with the manual reporting. Whereas Premier had previously been relegated to concentrating on each marketing rep's Top 100 referring providers, their Bridge-powered data integration has enabled full, real time referral data into their network of over 5,000 referring providers.

"We are super-excited to experience this new platform and to take our regional marketing team to the next level," said Gail Bedlack, Chief Marketing Officer at Premier Radiology. "With real-time reporting, we are now able to strategically focus on not only the Top 100, but the bottom 100, and anywhere in between."