

Case Study
How Columbia Asia Aided Medica
in Overcoming Radiology Service
Expansion Hurdles

Facility:

Name: Medica Radiologie- France

Services: Medical Imaging Services

Patient care is the essence of any healthcare organization. Inadequate Radiology coverage has a deep effect in the quality of service to its patients. The challenges faced by Medica Radiologie has made it to choose to partner with Columbia Asia Radiology Group to enhance its patient care and provide uninterrupted services to its patients round the clock.

Challenges faced by Medica:

- **Rapid Expansion Plans:** In the past, Medica was actively expanding its healthcare services, having established new facilities and extended its reach to meet the increasing demand for medical care in various regions.
- **Inadequate Radiology Coverage:** Despite their expansion efforts, Medica faced a shortfall in providing sufficient radiology services across all their facilities. This shortage led to delays in diagnostic procedures, affecting patient care and satisfaction.
- **High Cost of Radiologists:** The expense involved in recruiting and retaining qualified radiologists was a significant challenge for Medica in the past. This cost factor strained their financial resources, especially considering the need to maintain competitive salaries to attract skilled professionals in a competitive market.

Solutions:

- **Remote pre-read services:**

CARG has provided pre-read support to Medica in reporting radiology cases. Our group of expert radiologists have helped it to provide better patient care on time and at an affordable cost.

- **Reports customized to style and linguistic panache**

CARG has catered to the need of customizing the reports keeping in view the linguistic and in-house requirement of Medica.



Impact:

- Columbia Asia Radiology Group (CARG) had a partnership with Medica from 2013 to 2019.
- During this period, they successfully delivered over 200,000 reports, significantly enhancing the diagnostic capabilities and patient care standards within the healthcare network.
- This collaboration underscores CARG's consistent commitment to providing reliable radiology services and supporting Medica's mission to deliver quality healthcare to its patients.