

REGAINING REVENUE: HOW ONE LAB REBUILT ITS OUTREACH PROGRAM



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Downward reimbursement pressure and a need for cash are leading to the sale of hospital outreach programs. This is a short-term solution that provides the health system with an infusion of cash but takes away the long-term benefits and revenue potential that come from investing in the laboratory. With proper planning, it is possible to reclaim outreach business that has been sold, as demonstrated by Tucson Medical Center.

Objectives

After this presentation, participants will be able to:

- Identify the economic pressures on hospital outreach
- Discuss the value of laboratory outreach
- List the components of a successful outreach program
- Describe the steps to reclaim an outreach program that has been sold



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Sanjay Timbadia, MBA, MT(ASCP)
Director of Laboratory Services
Tucson Medical Center

Sanjay Timbadia is the director of Laboratory Services at Tucson Medical Center (TMC), southern Arizona's locally governed, nonprofit regional community hospital. He has more than 30 years of experience in the healthcare industry, with 18 years in a hospital laboratory setting. Currently, Timbadia manages and leads the clinical operations of the TMC Laboratory and its staff of 130 at Tucson's largest hospital (licensed at 641 beds).



Sandy Richman, MBA, C(ASCP)
Director of Healthcare Advisory Services
ARUP Laboratories

Sandy Richman is the director of Healthcare Advisory services at ARUP Laboratories and has nearly 20 years of combined clinical, financial, and consulting experience in the healthcare industry. Before joining ARUP, Richman was the vice president of Healthcare Advisory Services at PNC Healthcare, where he worked closely with leadership teams from hospitals across the country to improve their revenue cycle and treasury management operations.

P.A.C.E.® CREDIT AND CEU FOR FLORIDA

The program has been approved for one contact hour through ARUP, which is approved as a provider of continuing education programs in the clinical laboratory sciences by the American Society for Clinical Laboratory Sciences (ASCLS) P.A.C.E.® Program. This event is also approved for 1 CEU of Florida credit and meets the requirements for the Supervision/Administration, Quality Control/Quality Assurance, and Safety category.

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