

Advanced Imaging: Office-Based vs Hospital Settings

Frequently Asked Questions



Office-based sites usually charge less – often significantly less – than hospitals for advanced imaging services. If you need an MRI or CT scan, we encourage you to talk with your doctor to find out if you can have the procedure performed safely in a less expensive, office-based setting.

Q: Isn't Piedmont Community Health Plan owned by Centra? Isn't this initiative hurting Centra?

A: We are owned by Centra. But we operate independently and our members are our priority. This is an opportunity to help our members get the care they need at a more affordable price for them.

Q: Between Central Virginia Imaging and OrthoVirginia, which do you recommend?

A: It's entirely up to you and your doctor. Be sure to talk with your doctor to be sure your circumstances will allow you to have the imaging done at an office-based facility.

Q: How do I get my appointment changed if it's already scheduled at a hospital?

A: We recommend that you first check with your doctor to be sure it's appropriate for you to change the place of service for your appointment. If your doctor agrees, you can either change it yourself or coordinate with the scheduler in your doctor's office to change it for you. In either case, if a prior authorization was obtained for the appointment, you or your doctor's scheduler will need to contact Piedmont to notify us of the change in the place of service. The claim will be denied if the place of service on the prior authorization does not match the facility that bills us for the procedure.

Q: Isn't this just a way for Piedmont to make money?

A: This is a cost-savings for you and for us – it IS a win for us both – which is why we're encouraging members to find out if it's the best choice for them by discussing it with their doctor.

Q: What if my doctor disagrees?

A: We're educating providers at the same time we're educating our members, but we recognize there are circumstances that require the suite of services offered in a hospital setting. We suggest you do what your doctor recommends.

Q: Why is the price so different between offices and hospitals?

A: Hospitals must cover the costs of running an entire hospital, 24 hours a day, 7 days a week. Office-based facilities have a more focused area of expertise, and they provide services for a given number of hours during the week. It costs them less to operate so they can charge less for the services.

Q: How much will I save?

A: It depends on several factors, including which plan you have and what service you're getting. According to Virginia Health Information, a nonprofit health data organization created by the state legislature to help people make such comparisons, a CT scan of the abdomen costs an average of **\$1,335 in a hospital setting** in the Central Virginia region during 2019. The same service costs an average of **\$492 in an office-based setting**. So that's a **savings of \$843**. To look up your specific procedure, go to <http://www.vhi.org/healthcarepricing> or call the relevant facilities directly, ask for estimates and you can find your exact price comparison.

Q: Is the quality-of-care very different?

A: Radiologists and technicians must be licensed and registered in both types of facilities, and the equipment and machines used in both are subject to accreditation protocols. For more information about the accrediting processes and quality for either office-based or hospital settings, call or review the websites of the facilities you're considering for your procedure.

Q: Am I *required* to have my image taken at the less expensive location?

A: No. You can choose for yourself. If your doctor recommends a hospital or if you simply prefer to go to a hospital, your plan benefits will be applied appropriately. We're simply informing you that, in many cases, you can save money by having your advanced imaging done in an office-based setting rather than a hospital setting.

Q: What if my doctor says that I need to go to the hospital for my imaging. Is that correct?

A: There are some circumstances that require the suite of services available in a hospital setting. If your doctor recommends a hospital or if you simply prefer to go to a hospital, your plan benefits will be applied appropriately.

Q: I don't live near Lynchburg. Where should I go?

A: Other office-based facilities in the Central Virginia region include Radiology Associates of Richmond, Radiology Associates of Roanoke, and University of Virginia Imaging, LLC:

Remember to verify plan participation before scheduling appointments.

Piedmont Network:

Central Virginia Imaging
<http://www.lyncburgradiology.com>
113 Nationwide Drive
Lynchburg, VA 24502
Phone: 434-237-4091

Piedmont Network:

OrthoVirginia
www.orthovirginia.com
2405 Atherholt Road
Lynchburg, VA 24501
Phone: 434-485-8598
Fax: 434-485-8599

Virginia Health Network:

Radiology Associates of Richmond
<http://www.rarichmond.com>
2602 Buford Road
Richmond, VA 23235
Phone: 804-272-8806

Radiology Associates of Richmond Outpatient Facilities:

Buford Road Imaging Center
Located in the Bon Air Shopping Center
2612 Buford Road
Richmond, VA 23235
Phone: 804-864-1895
Fax: 804-377-3419

Independence Park Imaging Center
Located in Henrico's West End off Gaskins Road and Mayland Drive
9930 Independence Park Drive
Richmond, VA 23233
Phone: 804-217-9729
Fax: 804-217-9584

Appomattox Imaging Center
Located off Southpark Boulevard, near Olive Garden and Wal-Mart
930 South Avenue, Suite 1
Colonial Heights, VA 23834
Phone: 804-524-2340
Fax: 804-520-6202

Chesterfield Imaging Center
Located in the Harbour Pointe Village Shopping Center
13636 Hull Street Road
Midlothian, VA 23112
Phone: 804-639-5489
Fax: 804-639-1389

Virginia Health Network:

University of Virginia Imaging

www.medicalcenter.virginia.edu/imaging-outpatient

UVA Imaging Switchboard: 434-243-9198 or toll free 866-506-5303

UVA Scheduling: 434-243-0321

Community Provider Scheduling: 434-243-2700

Fax UVA: 434-243-0307

Fax Community Providers: 434-244-9408

Fax Administrative Office: 434-243-0337

University of Virginia Imaging Outpatient Facilities:

Fontaine Research Park Building 415
415 Ray C. Hunt Drive, Suite 1100
Charlottesville, VA 22903
UVA Imaging Switchboard: 434-243-9198 or toll free 866-506-5303
UVA Scheduling: 434-243-0321

Fontaine Research Park Building 545
545 Ray C. Hunt Drive, Suite 140
Charlottesville, VA 22903
UVA Imaging Switchboard: 434-243-9198 or toll free 866-506-5303
UVA Scheduling: 434-243-0321

Northridge Medical Park Building 2965
2965 Ivy Road, Suite 101
Charlottesville, VA 22903
UVA Imaging Switchboard: 434-243-9198 or toll free 866-506-5303
UVA Scheduling: 434-243-0321

Zion Crossroads Medical Park Building 1015
1015 Spring Creek Parkway, Suite 130
Zion Crossroads, VA 22942
UVA Imaging Switchboard: 434-243-9198 or toll free 866-506-5303
UVA Scheduling: 434-243-0321

Virginia Health Network:

Radiology Associates of Roanoke
www.roanokeradiology.com
4504 Starkey Road, Suite 200
Roanoke, VA 24018
Phone: 540-776-4055