



A NEW APPROACH TO OUTSOURCING



## Hill Country Imaging Associates Selects OnQ for Expertise in Radiology, Revenue Cycle Management Names OnQ “A Company You Want to Work With”

HOUSTON - (April 23, 2014) –Hill Country Imaging Associates (HCIA) selected OnQ Consulting to conduct an evaluation of their revenue cycle and assess opportunities for improved financial performance in their radiology practice. “Like many practices suffering from reduction in reimbursement, our practice had seen a decline in financial performance, so we sought a partner that could provide expert, objective insight into the business operations of our practice. OnQ conducted a thorough review of our revenue cycle and crafted a comprehensive, yet reasonable plan of action within parameters that worked for us,” said Dr. Gene Bishop, President of Hill Country Imaging Associates.

OnQ completed a thorough assessment of Hill Country’s operations with a goal to maximize effectiveness across the entire revenue cycle. Like all of OnQ’s clients, HCIA was provided with best in class Business Intelligence reporting, which provided insight into their financial performance and helped make sense of complex data. OnQ provided benchmarking capability to measure how HCIA compares with similar practices, identified areas of success, and noted opportunities for improvement.

“In addition to sharing their expertise in revenue cycle management, our billing software and the radiology market in general, they provided fantastic, personalized service that is hard to come by. OnQ is the kind of company you want to work with – they exceeded our expectations and remain an active, vigilant partner as we execute our business plan,” said Dr. Bishop.

### About Hill Country Imaging Associates

Hill Country Imaging provides state of the art inpatient and outpatient diagnostic imaging and interventional radiology services in Kerrville and Fredericksburg, Texas. They are committed to providing their patients with comprehensive, quality care by using the most up-to-date technology coupled with a caring, dedicated staff. Hill Country physicians are Board Certified in Radiology and have fellowship training in multiple subspecialties. Learn more at [www.hillcountryimaging.com](http://www.hillcountryimaging.com).

### About OnQ

OnQ, comprised of three divisions including consulting, business process outsourcing and contact center services, helps clients manage their costs, processes and consistency of delivery. By partnering with OnQ, physicians, billing companies, hospitals and payors can capitalize on billing expertise, access the global labor market and contact center solutions, and enjoy complete transparency of their business operations through OnQ’s proprietary BI tools. Learn more at [www.onqoc.com](http://www.onqoc.com).

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