

**MRI & CT FEES ANALYSIS - COMPARISON OF 2017/18 VS RVU-BASED FEES**

CPT Adj	OUT-PATIENT TREATMENT	Past Year 2016/17	Current Year 2017/18	RVU Price at CF 111.49	Difference
					bet 2017/18 vs RVU
70450	CT HEAD LIMITED STUDY	\$ 1,642.00	\$ 275.00	\$ 365.70	90.70
70450	CT HEAD WITHOUT CONTRAST	\$ 1,642.00	\$ 275.00	\$ 365.70	90.70
70460	CT HEAD WITH CONTRAST	\$ 1,642.00	\$ 383.00	\$ 510.64	127.64
70470	CT HEAD WITH/WITHOUT CONT	\$ 1,642.00	\$ 454.00	\$ 604.29	150.29
70480	CT HEAD/IAMS WITHOUT CONT	\$ 1,642.00	\$ 551.00	\$ 733.62	182.62
70480	CT MASTOIDS WITHOUT CONTR	\$ 1,642.00	\$ 551.00	\$ 733.62	182.62
70480	CT ORBITS WITHOUT CONTRST	\$ 1,642.00	\$ 551.00	\$ 733.62	182.62
70480	CT PITUITARY WITHOUT CONT	\$ 1,642.00	\$ 551.00	\$ 733.62	182.62
70481	CT HEAD/IAMS WITH CONTRAS	\$ 1,642.00	\$ 651.00	\$ 867.41	216.41
70481	CT MASTOIDS WITH CONTRAST	\$ 1,642.00	\$ 651.00	\$ 867.41	216.41
70481	CT ORBITS WITH CONTRAST	\$ 1,642.00	\$ 651.00	\$ 867.41	216.41
70481	CT PITUITARY WITH CONTRST	\$ 1,642.00	\$ 651.00	\$ 867.41	216.41
70482	CT HEAD/IAMS W/WO CONTRAS	\$ 1,642.00	\$ 711.00	\$ 946.57	235.57
70482	CT MASTOIDS W/WO CONTRAST	\$ 1,642.00	\$ 711.00	\$ 946.57	235.57
70482	CT ORBITS WITH WITHOUT CO	\$ 1,642.00	\$ 711.00	\$ 946.57	235.57
70482	CT PITUITARY W AND WO CON	\$ 1,642.00	\$ 711.00	\$ 946.57	235.57
70486	CT FACIAL BONES WITHOUT C	\$ 1,642.00	\$ 329.00	\$ 438.17	109.17
70486	CT SINUSES WITHOUT CONTRA	\$ 1,642.00	\$ 329.00	\$ 438.17	109.17
70487	CT FACIAL BONES WITH CONT	\$ 1,642.00	\$ 396.00	\$ 527.36	131.36
70488	CT FACIAL BONES W/WO CONT	\$ 1,642.00	\$ 483.00	\$ 643.31	160.31
70490	CT NECK WITHOUT CONTRAST	\$ 1,642.00	\$ 456.00	\$ 607.64	151.64
70491	CT NECK WITH CONTRAST	\$ 1,642.00	\$ 557.00	\$ 741.43	184.43
70492	CT NECK WITH WITHOUT CONT	\$ 1,642.00	\$ 656.00	\$ 874.10	218.10
70496	CT ANGIO HEAD WITH CONTR	\$ 1,642.00	\$ 693.00	\$ 923.16	230.16
70498	CT ANGIO NECK WITH CONTR	\$ 1,642.00	\$ 691.00	\$ 920.93	229.93
70540	MR -ORBIT FACE NECK W/O C	\$ 1,642.00	\$ 714.00	\$ 951.03	237.03
70542	MR -ORBIT FACE NCK W/CONT	\$ 1,642.00	\$ 802.00	\$ 1,068.10	266.10
70543	MR -ORBIT FACE NCK W&W/O	\$ 1,642.00	\$ 984.00	\$ 1,311.16	327.16
70544	MR -MRA HEAD W/O CONTRAST	\$ 1,642.00	\$ 927.00	\$ 1,234.23	307.23
70545	MR -MRA HEAD W/CONTRAST	\$ 1,642.00	\$ 917.00	\$ 1,221.96	304.96
70546	MR -MRA HEAD W&W/O CONTRA	\$ 1,642.00	\$ 1,414.00	\$ 1,883.11	469.11
70547	MR -MRA NECK W/O CONTRAST	\$ 1,642.00	\$ 931.00	\$ 1,239.80	308.80
70548	MR -MRA NECK W/CONTRAST	\$ 1,642.00	\$ 976.00	\$ 1,300.01	324.01
70549	MR -MRA NECK W&W/O CONTRA	\$ 1,642.00	\$ 1,422.00	\$ 1,894.26	472.26
70551	MR -BRAIN W/O CONTRAST	\$ 1,642.00	\$ 546.00	\$ 726.93	180.93
70552	MR -BRAIN W/CONTRAST	\$ 1,642.00	\$ 757.00	\$ 1,007.90	250.90
70553	MR -BRAIN W&W/O CONTRAST	\$ 1,642.00	\$ 892.00	\$ 1,188.51	296.51
71250	CT CHEST LIMITED STUDY	\$ 1,642.00	\$ 427.00	\$ 568.61	141.61
71250	CT HI-RES CHEST	\$ 1,642.00	\$ 427.00	\$ 568.61	141.61
71250	CT CHEST WITHOUT CONTRAST	\$ 1,642.00	\$ 427.00	\$ 568.61	141.61
71260	CT CHEST WITH CONTRAST	\$ 1,642.00	\$ 542.00	\$ 722.47	180.47
71270	CT CHEST WITH/WITHOUT CON	\$ 1,642.00	\$ 650.00	\$ 865.18	215.18

71275	CT -ANGIO CHEST W&W/O CON	\$ 1,642.00	\$ 710.00	\$ 945.46	235.46
71275	CT ANGIO CHEST WITH CONTR	\$ 1,642.00	\$ 710.00	\$ 945.46	235.46
71550	MR -CHEST W/O CONTRAST	\$ 1,642.00	\$ 981.00	\$ 1,306.70	325.70
71551	MR -CHEST W/CONTRAST	\$ 1,642.00	\$ 1,091.00	\$ 1,452.75	361.75
71552	MR -CHEST W&W/O CONTRAST	\$ 1,642.00	\$ 1,369.00	\$ 1,824.02	455.02
72125	CT C-SPINE POST MYELOGRAM	\$ 1,098.00	\$ 437.00	\$ 581.99	144.99
72125	CT C-SPINE WITHOUT CONTRA	\$ 1,098.00	\$ 437.00	\$ 581.99	144.99
72126	CT C-SPINE WITH CONTRAST	\$ 1,455.00	\$ 540.00	\$ 719.13	179.13
72127	CT C-SPINE WWO CONTRAST	\$ 2,734.00	\$ 638.00	\$ 849.58	211.58
72131	CT L-SPINE POST MYELOGRAM	\$ 1,098.00	\$ 425.00	\$ 566.38	141.38
72131	CT L-SPINE WITHOUT CONTRA	\$ 1,545.00	\$ 425.00	\$ 566.38	141.38
72132	CT L-SPINE WITH CONTRAST	\$ 2,734.00	\$ 539.00	\$ 718.01	179.01
72133	CT L-SPINE W/WO CONTRAST	\$ 1,098.00	\$ 637.00	\$ 848.46	211.46
72141	MR -SPINE CERV W/O CONTRA	\$ 1,545.00	\$ 531.00	\$ 706.86	175.86
72142	MR -SPINE CERV W/CONTRAST	\$ 2,734.00	\$ 768.00	\$ 1,023.50	255.50
72146	MR -SPINE THOR W/O CONTRA	\$ 1,098.00	\$ 531.00	\$ 707.98	176.98
72147	MR -SPINE THOR W/CONTRAST	\$ 1,545.00	\$ 763.00	\$ 1,016.81	253.81
72148	MR -SPINE LUMB W/O CONTRA	\$ 2,734.00	\$ 529.00	\$ 704.63	175.63
72149	MR -SPINE LUMB W/CONTRAST	\$ 1,098.00	\$ 760.00	\$ 1,012.36	252.36
72156	MR -SPINE CERV W&W/O CONT	\$ 1,545.00	\$ 898.00	\$ 1,196.32	298.32
72157	MR -SPINE THOR W&W/O CONT	\$ 2,734.00	\$ 900.00	\$ 1,198.55	298.55
72158	MR -SPINE LUMB W&W/O CONT	\$ 1,098.00	\$ 895.00	\$ 1,191.86	296.86
72159	MR-MRA SPINAL W OR W/O CN	\$ 1,455.00	\$ 983.00	\$ 1,310.04	327.04
72191	CT ANGIO PELVIS WITH CONT	\$ 2,734.00	\$ 723.00	\$ 963.30	240.30
72192	CT PELVIS LIMITED STUDY	\$ 1,098.00	\$ 346.00	\$ 460.47	114.47
72192	CT PELVIS WITHOUT CONTRST	\$ 1,201.00	\$ 346.00	\$ 460.47	114.47
72193	CT PELVIS WITH CONTRAST	\$ 1,558.00	\$ 534.00	\$ 711.32	177.32
72194	CT PELVIS WITH WITHOUT CO	\$ 2,891.00	\$ 614.00	\$ 818.36	204.36
72195	MR -PELVIS W/O CONTRAST	\$ 1,201.00	\$ 886.00	\$ 1,180.71	294.71
72196	MR -PELVIS W/CONTRAST	\$ 1,201.00	\$ 970.00	\$ 1,292.20	322.20
72197	MR -PELVIS W&W/O CONTRAST	\$ 1,201.00	\$ 1,194.00	\$ 1,591.00	397.00
72198	MR-MRA PELVIS W OR W/O CO	\$ 1,558.00	\$ 948.00	\$ 1,263.21	315.21
73200	CT UPPER EXTREMITY WO CON	\$ 2,891.00	\$ 424.00	\$ 565.27	141.27
73201	CT UP EXTRM W/WO CONT W/W	\$ 2,891.00	\$ 526.00	\$ 700.18	174.18
73201	CT GUIDANCE W/WO CONTRAST W/WO I	\$ 1,201.00	\$ 526.00	\$ 700.18	174.18
73202	CT UPPER EXTREM WWO CONT	\$ 1,201.00	\$ 655.00	\$ 871.87	216.87
73206	CT ANGIO UPPER EXT W CONT	\$ 1,558.00	\$ 776.00	\$ 1,033.54	257.54
73218	MR -UP EXT NONJT W/O CONT	\$ 2,891.00	\$ 863.00	\$ 1,149.49	286.49
73219	MR -UP EXT NONJT W/CONTRA	\$ 1,201.00	\$ 949.00	\$ 1,264.33	315.33
73220	MR -UP EXT NONJT W&W/O CO	\$ 1,201.00	\$ 1,181.00	\$ 1,573.16	392.16
73221	MR -UP EXT JT W/O CONTRAS	\$ 1,558.00	\$ 561.00	\$ 747.00	186.00
73222	MR -UP EXT JT W/CONTRAST	\$ 2,891.00	\$ 893.00	\$ 1,189.63	296.63
73223	MR -UP EXT JT W&W/O CONTR	\$ 1,201.00	\$ 1,111.00	\$ 1,479.51	368.51
73225	MR-MRA UP EXTR W OR W/O C	\$ 1,201.00	\$ 966.00	\$ 1,286.63	320.63
73700	CT LOWER EXTRE WO CONTRAS	\$ 1,558.00	\$ 425.00	\$ 566.38	141.38
73701	CT LOWER EXTREM WITH CONT	\$ 2,891.00	\$ 534.00	\$ 711.32	177.32
73702	CT LOWER EXTREM W/WO CONT	\$ 1,201.00	\$ 647.00	\$ 861.84	214.84

73706	CT ANGIO LOWER EXT W CONT	\$ 1,201.00	\$ 840.00	\$ 1,119.39	279.39
73718	MR -LOW EXT NONJT W/O CON	\$ 1,558.00	\$ 861.00	\$ 1,147.26	286.26
73719	MR -LOW EXT NONJT W/CONTR	\$ 2,891.00	\$ 957.00	\$ 1,274.36	317.36
73720	MR -LOW EXT NONJT W&W/O C	\$ 768.00	\$ 1,187.00	\$ 1,580.97	393.97
73721	MR -LOW EXT JNT W/O CONTR	\$ 1,201.00	\$ 560.00	\$ 745.89	185.89
73722	MR -LOW EXT JNT W/CONTRAS	\$ 1,558.00	\$ 901.00	\$ 1,199.66	298.66
73723	MR -LOW EXT JNT W&W/O CON	\$ 2,891.00	\$ 1,112.00	\$ 1,480.63	368.63
73725	MR-MRA LOW EXTR W OR WO C	\$ 1,201.00	\$ 948.00	\$ 1,263.21	315.21
74150	CT ABDOMEN LIMITED SCAN	\$ 1,558.00	\$ 354.00	\$ 471.61	117.61
74150	CT ABDO WITHOUT CONTRAST	\$ 1,098.00	\$ 354.00	\$ 471.61	117.61
74160	CT ABDO WITH CONTRAST	\$ 768.00	\$ 546.00	\$ 726.93	180.93
74170	CT ABDO WITH WITHOUT CONT	\$ 768.00	\$ 620.00	\$ 826.16	206.16
74175	CT ANGIO ABDOMEN W CONTRS	\$ 768.00	\$ 726.00	\$ 966.64	240.64
74175	CT -ANGIO ABDO W&W/O CONT	\$ 768.00	\$ 726.00	\$ 966.64	240.64
74176	CT ABDOMEN & PELVIS	\$ 768.00	\$ 475.00	\$ 633.28	158.28
74177	CT ABDOMEN & PELVIS W/CONTRAST	\$ 768.00	\$ 736.00	\$ 980.02	244.02
74178	CT ABDOMEN & PELVIS 1/>REGNS	\$ 768.00	\$ 835.00	\$ 1,112.70	277.70
74181	MR -ABDOMEN W/O CONTRAST	\$ 839.00	\$ 786.00	\$ 1,046.92	260.92
74182	MR -ABDOMEN W/CONTRAST	\$ 1,922.00	\$ 1,074.00	\$ 1,430.45	356.45
74183	MR -ABDOMEN W&W/O CONTRAS	\$ 1,922.00	\$ 1,197.00	\$ 1,594.35	397.35
74185	MR-MRA ABDOMEN W OR W/O C	\$ 2,038.00	\$ 953.00	\$ 1,268.79	315.79
75571	CT HEART W/O CONT, W/O DYE QUAL CA	\$ 1,201.00	\$ 239.00	\$ 317.75	78.75
75574	CT HEART W/CONT CCTA W/WO STRXR Q	\$ 1,558.00	\$ 995.00	\$ 1,325.65	330.65
75574	CT HEART W/CONT, HEART FUNC ADD ON	\$ 2,891.00	\$ 995.00	\$ 1,325.65	330.65

Chapter 10

The first part of the chapter discusses the importance of understanding the customer's needs and wants. This is the foundation for developing a successful marketing strategy.

Next, the chapter covers the process of identifying and selecting target markets. This involves segmenting the market and choosing the most profitable segments to serve.

The third part of the chapter focuses on developing a marketing mix. This includes decisions about product, price, promotion, and place.

The final part of the chapter discusses the importance of monitoring and evaluating the marketing program. This involves tracking key performance indicators and making adjustments as needed.

Overall, the chapter provides a comprehensive overview of the marketing process, from understanding the customer to evaluating the results of the marketing program.

The chapter also includes several examples and case studies that illustrate the concepts discussed. These examples show how different companies have successfully implemented their marketing strategies.

In conclusion, the chapter emphasizes the importance of a customer-centric marketing approach. By understanding the customer's needs and wants, companies can develop marketing strategies that are more effective and profitable.

The chapter also highlights the importance of data and analytics in marketing. By using data to track and measure the performance of their marketing programs, companies can make more informed decisions.

Finally, the chapter stresses the importance of flexibility and adaptability in marketing. As the market and customer needs change, companies must be able to adjust their marketing strategies accordingly.

The chapter concludes by reiterating the key points discussed and providing a final summary of the marketing process.

Overall, the chapter provides a thorough and practical guide to marketing for students and professionals alike.