



A Hospitality Approach to Radiology Delivers Cash Flow, Growth, and Superior Patient Experience

Overview: Alaska Radiology Associates & Imaging Associates of Alaska

Few would think of a radiology practice as the happiest place on Earth, but these two come close. On a mission to provide compassionate care and exceptional service, the leaders of Alaska Radiology Associates (ARA) and Imaging Associates of Alaska (IAK) looked to Disney and Nordstrom to bring the best of the hospitality industry to the healthcare experience.

Managed jointly, ARA and IAK provide full-spectrum imaging and interventional services for Providence Alaska Medical Center, as well as outpatient imaging centers throughout the state. ARA is Alaska's largest independent radiology practice, serving the community since 1969. In 2026, IAK celebrates 20 years of providing Providence Alaska's outpatient imaging.

By focusing on timely service and investing in the most advanced imaging technology in the world, ARA and IAK deliver full sub-specialized imaging reports to the Alaska community within minutes or hours, not days. A state-of-the-art IT infrastructure creates a seamless connection for all, facilitating scheduling and check-in for patients and ensuring physicians get the right images at the right time for astonishingly fast turnaround times.

The organization's frictionless guest experience is also owed in large part to an agile and proactive revenue cycle partnership, which in addition to optimized billing has also delivered industry-leading cash flow and supported rapid organizational growth.

A Shared Commitment to Service

Patients are referred to as guests at ARA and IAK, and the team ensures they feel like guests during the entire care journey, from the first interaction to the final bill.

"This is where Ventra Health has really excelled," says Ward Hinger, CEO of Alaska Radiology Associates and Imaging Associates of Alaska. "Their commitment to white-glove service matches our Disney approach. They really understand how to be compassionate and exceptional, ensuring every guest has a very positive billing experience."

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It starts upfront, with billing education and accurate service estimates. Patient payments are a significant component of radiology revenue cycle management (RCM), but patients are confused about their insurance coverage and their out-of-pocket costs. Ventra works closely with ARA and IAK not only to create accurate upfront estimates, but also to clearly explain the billing process to guests so they know what to expect and feel confident in the process.

"That positive billing experience keeps guests coming back," Hinger notes. "Ventra's expertise in radiology direct billing has made our independent organization very competitive in our market, and it's a big reason why we've experienced record growth."

Supporting that growth has been inspirational for the Ventra team, as well.

"The unparalleled patient experience Ward and his team have built raises the bar," says Sarah Herzog, President of Radiology for Ventra Health. "It makes us as an RCM company want to strive to excel for the patients and to deliver even better cash flow and process optimization for the organization."

Rapid Growth, Strong KPIs

Agility and scale are hallmarks of the Ventra partnership. Since 2020, the year the partnership began, monthly study volumes have increased nearly 70% and charges have more than doubled for IAK; ARA volume is up nearly 50% with charges increasing by 64%.

With Ventra's support, the practices scaled smoothly, maintaining industry-leading metrics in key throughput areas. Days in AR are consistently in the low 30s, Accounts Receivable balances over 120 days are in the low teens, and initial denial rates are well below industry benchmarks. Total receipts are nearly nine times higher this year than last, indicating continuous operational improvement. To shorten the billing cycle and improve cash flow, the Ventra team focused on clean claim submissions, timely processing, and removing compliance obstacles that allow payers to delay payments.

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Thriving Through the Complexity

ARA and IAK provide a full range of sub-specialized services across many communities and care settings, including Alaskan indigenous communities, a Level II trauma center, and several remote rural clinics. The Ventra team expertly manages the complexity, optimizing collections end to end across government and commercial payers, just as they did for direct-billed patient payments.

Ventra's long-standing payer relationships and expertise in payer contracting has given ARA and IAK a critical seat at the table in negotiating appropriate rates and reimbursement. "Ventra has really gone above and beyond in being that partner with me, which has really resulted in optimizing our collections for both government and commercial payers," Hinger says, "Through our strong partnership and payer advocacy, we secured a \$3M revenue uplift with a single payer—representing meaningful, revenue for Alaska's physicians."

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