

# Offshoring Radiology

(or why the World is Flatter in the UK)

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# Outline

- Why the offshoring of U.S. radiology images is an urban legend.
  - Cognitive Factors
  - Credentialing Factors
  - Malpractice insurance
- Why Institutions Matter
  - Why Indian firms are making more progress in the UK than in the U.S.

# Varieties of Information Processing

Increasingly Hard to Program



Conscious  
Application  
Of Deductive Rules  
(Rules-Based Logic)

Application of  
Inductive Rules  
estimated using  
Statistical Models  
(Pattern Recognition)

“Pure Pattern Recognition”  
Cannot articulate Deductive  
or Inductive Rules  
(Human Work)

Arithmetic Problems  
Issuing an Airline  
Boarding Pass

Scanning for Cancerous  
Cells in Mammogram  
Estimating Mortgage  
Underwriting Risk

Most Professional  
Work (e.g. writing  
a legal brief), Most  
Radiology Reads, but  
also a Truck Driver  
Making a Left Turn Against  
Traffic

# Credentials and Institutions

- Professional Work Relies on Pattern Recognition and Tacit Knowledge

→ Monitoring is Cumbersome and More Weight is Put on Credentials

→ More Importance on the Institutions that Determine Credentials.

# The U.S. Radiology Scene

- To read an image taken in the U.S., a radiologist must have:
  - Completed a radiology residency in a U.S. program
  - Passed U.S radiology board exams
  - Been licensed in the state where the image was taken
  - Given privileges in the hospital where the image was taken.
- Without these credentials, the radiologist cannot obtain malpractice insurance.

# Nighthawk Firms

- Staffed by Board Certified Radiologists
- Give quick turnaround to nighttime and weekend images generated at small hospital emergency rooms
- Some located offshore for lifestyle reasons
- Carry Malpractice Insurance

# The UK Radiology Scene

- Three Routes to be listed on the Specialist Registry
  - i. Educated in the UK
  - ii. Reciprocity with EU Countries
  - iii. Case-by-Case review for other foreign doctors
- Most important player is the National Health – not the doctors
- National Health Currently involving the private sector to reduce waiting times.