

Case study:

From single site to system growth

How strategic advisory support enabled Link Neuroscience Institute to build a scalable outpatient enterprise

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The opportunity

Redefining outpatient neurological care

Across the country, physicians are rethinking how and where they deliver specialty care. Rising patient demand, tightening reimbursement, and ongoing changes to the Inpatient-Only list are accelerating the shift of more complex procedures from inpatient hospitals to outpatient sites of care. These shifts are prompting practices to explore advanced outpatient models that expand access, streamline care coordination, and strengthen long-term sustainability, typically delivering a better patient experience at lower operating costs.

Dr. Mani Nezhad, a board-certified adult and vascular neurologist, and Dr. Akin Oni-Orisan, a fellowship-trained neurosurgeon, recognized this opportunity early. As they began planning a new outpatient facility for Link Neuroscience Institute in Southern California, their initial focus was modest: determine what imaging equipment would be needed to support a neuro-focused diagnostic site.

However, as they explored their market and goals, a deeper question emerged: could this single site evolve into a destination for more comprehensive neurological care? To answer that, the physician team needed more than equipment specifications. They needed clarity, strategy, and a sound business foundation.

Strategic insight that changed the trajectory

The physicians engaged with a Siemens Healthineers **Outpatient Development Services (ODS)**—part of a team with decades of combined experience across nursing, radiology, business strategy, and market development that helps guide providers through the complexities of outpatient expansion and growth.

Early information gathering sessions revealed a significant unmet need within their community. Patients were traveling long distances for imaging, dealing with delays for specialty evaluations, and often encountering fragmented care pathways.

To help the Link Neuroscience Institute team evaluate how to close these gaps responsibly and sustainably, the Outpatient Development Services (ODS) team conducted a series of structured analyses:

- **Market intelligence** based on regional demographics, payor mix, and service demand
- **Procedure volume and reimbursement analysis** to validate growth opportunities
- **Proforma and profitability modeling** to establish financial feasibility
- **Service line strategy development** aligning patient needs, capacity, investment, and expected return

For the physicians, these insights reframed the entire project. What began as a technology request evolved into a comprehensive outpatient business strategy.

“What impressed us most was how seamless the experience felt. The ODS team integrated into our planning process so naturally that it felt like an extension of our own staff, helping us make decisions with certainty instead of guesswork.”

Akin Oni-Orisan, MD



A bold but achievable vision

Guided by market and financial clarity, the physicians expanded their plan beyond neuroimaging. The ODS modeling identified sustainable ways to broaden services while maintaining clinical focus and operational efficiency.

The evolving vision included:

- A **multi-modality imaging suite** with PET/CT, ultrasound, x-ray, and biplane imaging
- **Expanded staffing**, including an additional neurosurgeon and primary care physician
- A service mix designed to **increase referral options** and improve care continuity
- The foundation for an adjacent **ambulatory surgery center (ASC)** to meet procedural demand

The strategic roadmap gave the team confidence to move forward with a more integrated, future-ready outpatient model.

The outcome

From one purchase to a scalable outpatient enterprise

The engagement transformed a single-equipment exploration into a complete outpatient enterprise plan. With a data-driven blueprint and clear financial outlook, Link Neuroscience Institute moved forward with:

- Multiple modalities across service lines
- A broader clinical team to serve more patients more efficiently
- A phased ASC expansion to support surgical care
- A sustainable business model aligned with community needs and reimbursement realities

The new Link Neuroscience Institute is expected to open in fall 2026, positioning the organization as a comprehensive destination for neurological care in Southern California.

“The level of clarity we gained through the ODS process gave us the confidence to move forward with a far more ambitious plan. It felt like having a seasoned advisory team walking every step with us, anticipating what we didn’t know to ask.”

Mani Nezhad, MD



“The data helped us see the full picture. Not just what equipment we needed, but what our community actually lacked. That changed everything.”

Mani Nezhad, MD, Link Neuroscience Institute

The takeaway

Outpatient growth requires more than medical technology

For physicians seeking to expand or establish outpatient services, understanding where and how to grow is just as critical as choosing the right clinical equipment. Siemens Healthineers ODS provides the insight, structure, and strategic guidance needed to build not just a site, but a sustainable outpatient enterprise.

ODS equips healthcare organizations with:

- Deep market and demographic intelligence
- Financial and proforma modeling for confident decision-making
- Service line strategy tailored to patient demand and community needs
- Operational and business guidance that reduces risk and supports long-term viability

When clinicians have a clear picture of their opportunity and a strategic path to execute it, transformative growth becomes possible.



About Outpatient Development Services

Siemens Healthineers Outpatient Development Services (ODS) combine clinical insight with business strategy to help healthcare providers establish, develop, and optimize outpatient sites of care. Supporting ASCs, OBLs, imaging centers, hospital outpatient departments, and multispecialty practices, the ODS team delivers market intelligence, strategic planning, and sustainable performance expertise at every stage of growth.

Siemens Healthineers Headquarters

Siemens Healthineers AG
Siemensstr. 3
91301 Forchheim, Germany
siemens-healthineers.com

USA

Siemens Medical Solutions USA, Inc.
Healthcare
40 Liberty Boulevard
Malvern, PA 19355-9998, USA
siemens-healthineers.us

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