Business Plan Proposal

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This proposal highlights a radiology imaging equipment known as radiology. Radiology, also known as X-ray, applies a very minute dose of ionizing radiation which generates pictures of the internal structures of the body (Dickerson et al., 2019). Radiology is a simple service for individuals who have experienced injury or infection, which seems to disturb patient for a considerable time (Cho et al., 2017). For instance, the services are common among the footballers since they often experience bone fractures. The preferred means of payment for this service is the full-cost pricing strategies. Therefore, the organization for radiology services offers opportunities for imaging structures.

**Project purpose**

The purpose of this project is to offer rapid advances in clinical radiology technology to improve the diagnosis as well as the treatment of internal illnesses along with injuries. Therefore, the organization focuses on eliminating the need for exploratory surgery, improving the diagnosis of cancer, and determine when the patient requires surgery.

**Description**

Radiology has been the most commonly used diagnostic tools in use for more than a century. The x-ray services are painless and non-invasive. These services generate the required services quickly—radiology diagnoses bone along with joint-related issues such as dislocations and fractures.

**Financing**

The x-ray machines are considerably expensive. Therefore, the health care system requires needs funding from the federal and state government for its sustainability (Pershad et al., 2017). Typically, a radiology machine costs about $100, 000, which most of the health care centers cannot afford to install several machines. Therefore, for a 3-year financial statement projection, $10 billion can perfectly equip health care centers across the country. Therefore, the state, along with the federal government, should get in the funding of this project.

References

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