



ONE-PAGE OVERVIEW

Order the right imaging — the first time.

Evidence-based imaging clinical decision support that turns avoidable denials into clean, paid claims.

NON-DEVICE CDS

NO FDA 510(K)

CMS-0057-F READY

ARKA helps hospital systems turn avoidable advanced-imaging denials into clean, paid claims — cutting denial write-offs on your highest-margin service line by up to **30–40%** by documenting medical necessity at the point of order and running the same appropriateness check on the payer side — recovering **~\$3.5M/yr** for a mid-sized system, without adding headcount.

THE PROBLEM, IN ONE LINE

Advanced imaging (MRI/CT/PET) is your highest-margin service line and your most-denied. Prior auth drives **~35%** of denials; advanced-imaging denials run **25–40%**, and **~65%** of denied claims are never reworked — so earned revenue is simply written off.

WHAT ARKA DOES

Recover earned revenue

Documents medical necessity at the point of order, so clean claims go out first time. Sits upstream of your RCM vendor.

Pass CMS-0057-F by design

Non-Device CDS under §520(o)(1)(E). A Da Vinci PAS prior-authorization endpoint shipping in production today.

Zero workflow change

Non-blocking, in-flow, <800ms, inside Epic/Cerner/Athena. Silent unless a guideline fires. No new screen, ever.

THE NUMBERS · MODELED, MID-SIZED SYSTEM

~\$3.5M

recovered / yr in avoidable imaging denials*

~65%

of imaging denials are avoidable

<800ms

to score an order, in-flow, no extra click

35–40%

of orders auto-clear, never hit a queue

WHY IT'S SAFE

- Non-Device CDS** — §520(o)(1)(E), no FDA 510(k). The ordering clinician always keeps the final call.
- HIPAA program in force**; SOC 2 in progress; HITRUST e1 roadmap; encryption everywhere; immutable audit trails.
- No raw PHI moved** — consumes structured FHIR in context; federated learning; no image pixels ingested.

HOW YOU START

A **30–90 day pilot** in one department or one payer, with KPIs agreed up front and a pilot-to-production guarantee. Prove value in one workflow before scaling systemwide.

Next step: book a 20-minute walkthrough

arrihantk@getarka.health
getarka.health/resources

*Modeled results for a regional system (~20,000 advanced-imaging orders/yr at a 20% denial rate); your inputs will differ. Sources: Kodiak/OS Healthcare 2024 denials; MGMA rework cost; Counterforce Health imaging-denial rates; CMS-0057-F fact sheet.