

**Canon**

# Scaling Growth Through Tailored Financial Solutions



# Canon Medical Finance

## | SUMMIT MEDICAL GROUP CHALLENGES

### ***Budget Constraints and Inflation***

Rising interest rates, inflation, and costs demanded a strict capital equipment budget for Summit making it difficult to upgrade and expand imaging services while maintaining financial stability.

### ***Delayed Equipment Upgrades***

Summit was budgeted to replace its fleet of nine aging ultrasound systems over three years. This equated to replacing three systems per year which would create protocol and workflow inefficiencies with old systems and the new advanced ultrasounds.

### ***Operational Inefficiencies***

A lack of standardized imaging equipment led to inefficiencies in workflows, training, and patient scheduling across multiple locations.

## | CANON MEDICAL FINANCE SOLUTIONS

### ***Replace Current Ultrasound Fleet***

Canon Medical Finance created a customized structure that allowed Summit to replace its entire fleet simultaneously while addressing its budget limitations. This ultrasound uniformity created operational efficiencies while also saving substantial money on service costs.

### ***Financing in Place for Anticipated Expansion***

Developed a finance structure that allowed Summit to acquire additional ultrasound systems as needed, ultimately accelerating Summit's ability to quickly implement the new systems to serve their patients and generate revenue.

### ***Standardization Helps with Growth Efficiency***

Having a standardized system proved to be essential for scaling operations as Summit continues to acquire and expand services. The streamlined protocols and workflows are easily replicated at the new sites, enabling them to integrate ultrasound into new facilities without sacrificing quality or efficiency.

# Economic Conditions Are Impacting the Financial Health of Healthcare Institutions

Healthcare institutions are facing unprecedented financial challenges. Interest rates are at their highest levels in nearly two decades,<sup>1</sup> impacting cash flow, asset valuations, and refinancing options. Federal funding cuts, rising labor costs, and inflation continue to strain hospital and specialty clinic budgets. At the same time, rapid technological advancements—particularly in medical imaging and AI—are driving the need for state-of-the-art equipment, creating a significant financial hurdle.

Acquiring the latest imaging technology is essential for healthcare providers to remain competitive and deliver high-quality patient care. However, many institutions struggle to maintain positive margins and secure funding for long-term capital investments. Nearly 78% of hospital CFOs expect financial health to become even more critical over the next three years<sup>3</sup> as rising costs continue to put pressure on cash flow.

### Healthcare Provider Financing Challenges





It's important to be open about your needs and discuss in detail what your goals are with the folks at Canon. Knowing what those goals are gives them the opportunity to come up with solutions that work perfectly and fit well for your entity which is exactly what happened with us, and I'm very thankful for that.

— **Vince Trull R.T. (R) (CV) (CT) (ARRT), CNMT**  
Diagnostic Imaging Director  
Summit Medical Group



## Balancing Growth and Affordability in a Changing Healthcare Market

Summit Medical Group, one of Tennessee's largest independent medical groups, is no exception to these financial pressures. Their goal is to provide accessible, high-quality care through a simple outpatient model—allowing patients to see their doctor and complete necessary imaging studies on the same day for a quicker diagnosis and treatment plan. This model is especially important for the rural communities they serve, where access to medical imaging can be limited. Patients benefit from a more comprehensive evaluation without the inconvenience of scheduling additional appointments or traveling to a metropolitan area.

To ensure this level of care, Summit sought to replace aging ultrasound systems while also developing a plan to expand ultrasound services in new provider offices. Standardizing their imaging platform would improve automation, enhance imaging quality, streamline departmental productivity, and offer patients greater scheduling flexibility without being restricted by equipment availability.

However, maintaining this level of accessibility and quality care required overcoming financial challenges. Inflation continues to drive up costs across the board, while reimbursements continue to decline. To sustain its outpatient model without compromising care, Summit needed an innovative approach to managing costs and expanding efficiently. Without a strategic financial plan, expansion would be significantly slower, limiting its ability to provide access to patients.

## Creative Financing Accelerates Growth for Summit Medical Group



To address these financial hurdles, Summit Medical Group partnered with Canon Medical Finance to develop a customized financing solution. Summit was budgeted to purchase three ultrasound systems per year over three years to replace its existing nine systems. Rather than staggering the purchase over several years, Canon created a financing structure that enabled Summit to take delivery of all nine systems at once. This was made possible through a bridge-to-budget payment plan, which provided three equal payments over an 18-month term. This structure allowed Summit to align payments with its budgeted funds, eliminating the need to delay the ultrasound upgrade.

Standardizing their imaging platform proved to be a game-changer. By replacing its entire fleet simultaneously, Summit improved operational efficiency, optimized workflow, reduced service costs, and streamlined training across multiple locations. These efficiencies became even more valuable as Summit continued to grow. With a financing structure now in place, Summit was able to add twelve additional systems, accelerating its ability to install ultrasound as needed.

Through this strategic partnership, Summit Medical Group not only safeguarded its financial stability but also reinforced its commitment to high-quality, accessible care. Canon Medical Finance eliminated financial roadblocks and helped Summit continue its mission of delivering necessary imaging services without compromising fiscal responsibility.

# OEM Lenders Can Be a Game-Changer for Medical Providers

Acquiring capital equipment, such as medical imaging technology, is increasingly challenging due to rising interest rates, inflation, and operational costs. Canon Medical Finance, a specialized division of Canon Medical Systems USA, helps healthcare providers like Summit navigate these financial hurdles with customized, cost-effective financing solutions. Unlike traditional banks or third-party lenders, Canon Medical Finance offers flexible down payment options and tailored financial structures to address budgetary and cash flow needs.

As an OEM lender, Canon Medical Finance has in-depth knowledge of the equipment it finances, allowing it to offer terms and conditions that general financial institutions cannot match. Canon's healthcare finance experts provide a range of individualized financing solutions, including specialized payment structures, competitive interest rates, prompt credit decisions, and capital expenditure lines of credit for qualified customers. A partnership with Canon Medical Finance is a coordinated effort with Canon's sales and service teams, ensuring clients receive comprehensive support from equipment delivery through its entire operational life. Coordination with internal departments offers unparalleled service, making the transition to new equipment smoother and more cost-effective.


Through a strategic financing approach, Canon Medical Finance empowers healthcare institutions to invest in innovation without compromising financial stability. Tailored solutions help providers expand services, improve patient care, and maintain financial health despite economic challenges, ensuring continued access to the latest medical imaging technology.

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Canon Medical Finance provides individualized solutions for our customers, not a one-size-fits-all sort of solution. Once we understand their needs, we can build a solution that will help them to reach their goals.

— **Trish Malone**  
Senior Finance Director  
Canon Medical Finance



Canon Lending vs. Other Banks	BANK LENDING	CANON MEDICAL FINANCE
	OTHER BANKS	 CANON MEDICAL
<b>Interest Rate</b>	higher, market-driven	individualized, competitive financing
<b>Prompt Credit Decision</b>	slow approvals (4 weeks on average)	fast approvals (1-3 business days)
<b>Down Payment</b>	often requires down 10-20% payment	flexible options, reduces initial financial burden
<b>Flexible Payment Terms</b>	limited in payment terms to match cash flow needs	tailored plans to suit hospital and facility budgets
<b>Collateral</b>	additional collateral may be required	equipment collateral only
<b>Warranty and Support</b>	hospitals negotiate separately	comprehensive
<b>Total Cost of Ownership</b>	higher over lifespan due to interest payments	lower due to lower interest and maintenance cost
<b>Replacement Cycle</b>	may be prolonged due to budget constraints	facilitates quicker upgrades, keeps technology current

Canon Medical places a strong emphasis on corporate responsibility by prioritizing the financial health and well-being of institutions and hospitals through the expertise of Canon Medical Finance. Our customized, cost-effective finance solutions empower healthcare organizations to continue their pioneering role in healthcare technology within their local communities, ensuring widespread access to the latest innovations in medical imaging.





“In lieu of going to our bank and asking them to finance equipment that we needed, Canon offered additional resources that are beyond just providing the cash or providing some type of lease payment. They allowed us to work over a one, two, and three-year plan.”

— Ed Curtis  
CEO  
Summit Medical Group

## Ensuring Access to Medical Imaging Through Smarter Financing



Summit Medical Group partnered with Canon Medical Finance to overcome budget constraints and expand imaging services. With a customized financing plan, Summit upgraded its ultrasound fleet without delays, improving efficiency and patient access—especially in rural areas. Now, with a strong financial structure in place, Summit can continue expanding seamlessly as it grows. Canon Medical Finance can do the same for your organization, offering flexible, tailored solutions to help you acquire the latest medical technology while maintaining financial stability.

## Sources

1. FedPrimeRate.com. [https://www.fedprimerate.com/wall\\_street\\_journal\\_prime\\_rate\\_history.htm](https://www.fedprimerate.com/wall_street_journal_prime_rate_history.htm)
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3. HealthLeaders. (August 29, 2024). Healthcare Finance Trends for 2024: An Updated Look. <https://www.healthleadersmedia.com/cfo/healthcare-finance-trends-2024-updated-look> Healthcare Financial Management Association, Health System CFO Pain Points 2024 Summary, March 2024.

**Canon**

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