

Small Imaging Centers Witness Big Changes with PACS/RIS/CD Solutions

Finding a top quality PACS/RIS/CD solution — at a reasonable cost — is becoming an increasing challenge. Facilities like Genesis Diagnostics (Lansing, MI) and Banner Desert Medical Center (Phoenix, AZ) have found an answer.

Providing a one-stop quality patient care in a pleasant and safe environment is the goal for Genesis Diagnostic Center. This multi-modality site consists of a full-time radiologist and a remote teleradiology center for overflow work. The newly constructed facility has seen a weekly increase in volume operations from the day it opened its doors for business. Genesis had almost doubled its workflow and needed to expand its facilities, as well as bridge patient care and an integrated RIS/PACS solution. After researching the options, an ideal, affordable solution was found in PowerPACS/RIS by RADinfo Systems (Herndon, VA), part of the comprehensive line of DICOM solutions distributed by Data Distributing LLC. This system has since assisted in Genesis' transformation toward a paperless clinic — while markedly improving patient care.

This software suite empowers imaging facilities with integrated components — such as radiology information systems (RIS), practice management (PM), picture archiving and communication systems (PACS) and teleradiology systems — at a fraction of the cost. RADinfo Systems researches, develops, manufactures and integrates DICOM and HL7-compliant software with other modality and hardware elements to deliver affordable solutions to hundreds of healthcare providers worldwide.

Audrey Goodman, project manager and co-owner of Genesis Diagnostics, discovered that a PACS/RIS solution and a strong network cooperate to serve as the brain of the clinic; modalities represent the extremities to the PACS/RIS core. "A quality PACS and RIS solution should be the first step to accomplish this goal," Goodman said. When planning the development of Genesis Diagnostics, Audrey expected efficiency to improve. "The ease of communications between patients, receptionist, technologists, radiologists and referring physicians has been optimized," she stated. "The staff has become more efficient — requiring fewer manual operations, reducing our overall costs."

Goodman has referred the PowerPACS/RIS solutions to neighboring clinics in the Detroit metropolitan area with similar workflows. She joked, "To be honest, I don't want to recommend it to too many people because it would be competition for us, it works so well!" She has also commended RADinfo Systems for being so competitively priced, having a passion for this industry with solid software and a user-friendly staff with excellent support. "The integrity of RADinfo Systems is shown through their respect towards their customers."



PowerPACS/RIS has helped Genesis become paperless.

Becoming smooth-working and profitable is a major focus within the smaller imaging facilities across the nation. Solutions such as PowerPACS/RIS have aided such facilities in this cause. The PowerPACS/RIS solution can further its functionality and be used as a powerful marketing tool when in tandem with the DD DICOM CD Station.

Banner Desert Medical Center is the largest, most comprehensive hospital in the East Valley of Phoenix. This 600-bed facility, located on an 80-acre campus, is the choice of 1,500 physicians and boasts a staff of over 3,000 that are dedicated to providing medical excellence. Doug Brooks, PACS manager at Banner Desert Medical Center, faces the daily challenge of finding a cost-effective way of managing over 160,000 radiology imaging cases that flow through Banner's facility each year.

"A radiology department utilizing film is inefficient — due not only to cost, but how it affects workflow," he explained. "This environment not only causes technologist and physician wait times, but it degrades your ability to provide timely care to patients. [I needed] the ability to provide a cost-effective way of delivering copies of studies to patients and physicians."

Facilities expect technology solutions that are tailored to their specific workflow and budget. In growing numbers the medical community is turning to Data Distributing, 20-year pioneer in medical storage solutions that has embraced the challenge. A member of Data Distributing's nationwide network of trained resellers met with Brooks to evaluate Banner Desert's needs and configure the appropriate DD DICOM Solution to maximize patient copy production and improve Banner's bottom line.

Brooks determined that the DD DICOM CD Solution would save Banner considerable film and labor costs and improve workflow and distribution with referring physicians considerably.

"From sale to installation to training, [the process] has been seamless. [The DD DICOM CD Solution is a] user friendly, very intuitive system. It is easy-to-use for non-technical people. Our staff is non-technical. [We are] now providing a totally different solution than we used to do. We have gone from fifty sheets of film at approximately \$1.70 to one [customized] CD. It has had a huge impact on cost savings. If I had to do anything different, I would buy an additional unit. [The] DD DICOM system is leaps and bounds compared to the competition."

Nancy Fisher, president and CEO of Data Distributing, LLC confirms, "If a facility can't turn a tangible return-on-investment (ROI) in film and labor costs quickly, then the solution has missed its mark. Our reseller network can draw from our full DICOM line, according to capacity need, hardware preference and price point, to hit the customer's target, and then add functionality as the facility grows." ■

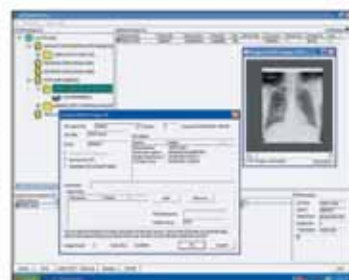


Banner Desert Medical Center, a 600-bed facility in Phoenix, AZ

A radiology department utilizing film is inefficient — due not only to cost, but how it affects workflow.



One DD DICOM CD can replace up to 50 sheets of film.



The DD DICOM CD solution has a huge impact on cost savings.

For more information visit www.datadistributing.com or call 8884606698.