

Proof That Less is More: Customized DICOM Archive Solutions For a Fraction of the Cost

As the need for reliable DICOM Archive and Patient CD solutions grows, increasing numbers of facilities are demanding that vendors revamp their standard offerings to provide affordable, customer-tailored systems. In growing numbers, they are turning to Data Distributing, a California-based pioneer in medical storage solutions that has embraced the challenges and responded with a broad yet cross-compatible line of DD DICOM Archives and Patient CD Stations.

Just ask Kash Kanani, Director of Information Technology at Silicon Valley MRI and CT, a busy freestanding Imaging Center in Los Gatos, CA. After two years of researching archive systems, Kash was disappointed by the lack of flexibility offered by "solutions" in marketplace. He felt that vendors expected his facility to conform to pre-established configurations that did not fit his needs.



Silicon Valley MRI & CT, Los Gatos, CA



Kashyap P. Kanani, R.T., Director of Information Technology, Silicon Valley MRI & CT

"I knew what I wanted, and what our budget would allow," he explained. "I couldn't seem to find anything simple enough to use, within our price range. Every system offered more bells and whistles than we needed, wanted, or felt we should have to pay for. Many vendors were too expensive and inflexible to work with us."

With his first call to Data Distributing, a committed, working partnership was established.

Kash's multi-level challenges were discussed in detail. Silicon Valley MRI and CT was in dire need of DICOM storage that could manage the increased output of their new CT scanner and work with the equipment they had in place, but scale up as the facility expanded. Kash needed more DICOM storage and management features, but couldn't justify or afford an overblown price tag, or downtime for install. They were in crucial need of an intelligent, viable solution.

Like a Real-Life Superhero, Data Distributing Saves the Day

Immediately, a qualified nationwide reseller was deployed to evaluate and configure a DD DICOM Archive that would work with Kash's current imaging equipment. To Kash's relief, they took the necessary time to properly analyze and respond to each of his issues. "After all of the brick walls I'd hit during my research, I was really pleased with their level of personal attention and involvement. The installation their reseller provided was smooth and surprisingly simple. Thanks to their flexibility and integrity, we spent about one third of what we had anticipated!"

Nancy Fisher, Vice President of Data Distributing, confirms, "Since 1984, the medical imaging community has known and trusted us. We asked our longstanding customers what they really need to store and distribute images, and what they can afford. We listened then created a DICOM line of turnkey bundles that our well-trained resellers could deploy nationwide. Our Channel Partners share our belief that all customers deserve a tailored solution, very fair pricing and lots of personalized attention. What they really want is consultation, fairness and accountability."

According to Kash, the DD DICOM Archive was the perfect choice. "This was definitely a great solution for us," he said. "Each DVD-R can now store an entire month of information. Accessing patient files from the DICOM Archive is effortless and intuitive, which saves a great deal of time for our technologists and makes them feel more self-reliant. Once the DICOM Archive was up, we also installed their DD DICOM Patient CD software to upgrade an expensive, previously purchased CD Distribution product whose software just wasn't reliable. Today, with DD DICOM software powering both our Archive and DICOM CD distribution, everything is in tandem and running smoothly. On a scale of 1-10, I'd give them a 10!"

One DICOM Storage Source Offers Multiple Options and Price Points

Data Distributing offers easily integrated, open-architecture DICOM bundles—all powered by the same DICOM software—to fit each customer's specific needs. It is exactly what John Hanada, Radiology Manager at the Oregon Health Sciences University in Portland, OR, wanted: One source from which to obtain complete, tailored DICOM CD and archive solutions.

John's challenge was to assess and revamp the University Film Library's output by overseeing the upgrade from film printing to a DICOM CD Station. "My priorities were very straightforward," he said. "I wanted a versatile station that would support a great automation system, as well as a reporting feature, customization, and multiple DICOM viewers."

John's research convinced him that the DD DICOM Patient CD solution more than met his expectations. "I chose the DD DICOM CD Station over competitive solutions for a number of reasons. And it was the right decision. We got exactly what we wanted without also getting—and having to pay for—things we didn't want. Most amazing is that the fee for our customized solution was about one third of what the competitors wanted to charge!"



The DD DICOM CD Station from Data Distributing

"I'm very satisfied with this system," he said. "It was definitely a step up. The personal service has always been very good, with fast response to my questions. I'd recommend it to anyone."

Fisher adds, "If a facility can't turn a tangible ROI in film and labor costs quickly, then the solution has missed its mark. Whether serving a clinic or large facility, our reseller partners can draw from our full DICOM line, according to capacity, hardware preference, and price point, to hit the customer's target. And they can add as many solutions in the same environment as they want. All hardware options are supported by the same software suite. This means total compatibility—and no finger-pointing if something isn't working."

After 20 years in the business, Data Distributing has learned that personalized service, accountability and great value means satisfied customers. As digital storage needs evolve, the company created more tailored solutions to add to its full line of media and peripherals. As Fisher points out, "Our customers deserve a single source for these needs, a source they can always trust."