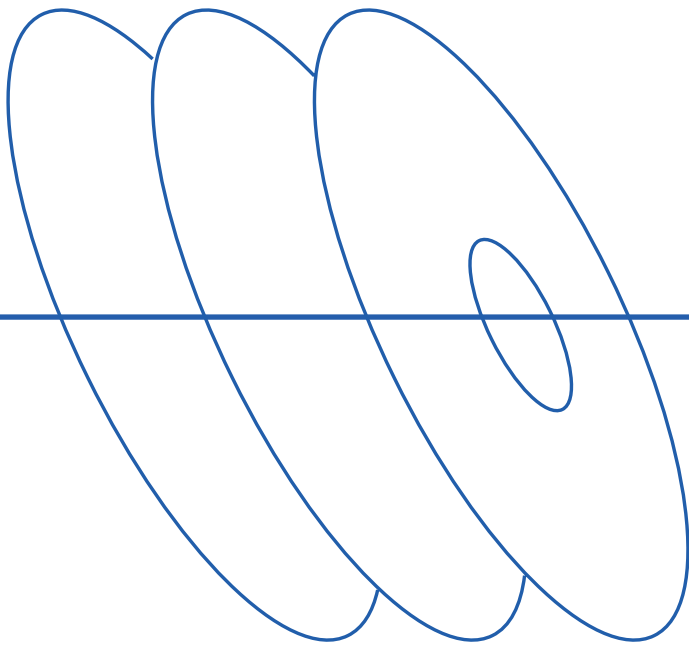




CDs Are For Banks, *not* Radiologists

The Benefits of Image Management



A CASE STUDY WRITTEN BY:
HOSTETLER M, HOOTON C, & VERMA V

Radiology Undergoing **Rapid Innovation**



Choosing a Teleradiology Provider Matters

In previous case studies, we established that the private, group practice of radiology is under increasing threat from a number of different forces, including but not limited to continued fee pressure and predatory teleradiology groups. As increasing provider choice and transparency entered into the marketplace, this had led some to believe that radiology services are, in fact, a commodity and thus suited for perfect and seamless substitution. In other words, one group is just as “acceptable” as another.

However, one of the key messages that emerged from our deeper analysis was that such services remain far a commodity, and that the private practice of radiology sits within a broader service industry undergoing rapid innovation. In other words, service offerings *do* and *will matter* in both maintaining and, dare we say, growing business opportunities. In this particular paper, we explore how in a busy orthopedic surgical practice, one particular service offering, RadConnect®, facilitates patient care, reduce costs, increases provider satisfaction, and does so all with no upfront costs.

Too good to be true?

Not really, just a result of innovation coming from a radiology services organization--and if we are successful in this paper, we will convince the reader that RadConnect can enhance the service offering of any private radiology or any other practice group.



A Lesson From Practice

A Solutions Provider

Mr. Bill Dillon had a 20 year history of direct patient care as an orthopedic assistant before he began his migration to becoming an information technology (IT) professional.

Today, as the in-house network administrator for Seacoast Orthopedic and Sports Medicine, those patient facing roles in the first half of his career left an important and lasting imprint on his approach to managing information. While Mr. Dillon is responsible for the practice PACS system, with all that involves, for this busy group with 17 providers (10 physicians + 7 physician assistants), he ultimately still sees his job as helping people.



DR. BILL DILLON'S HISTORY
OF DIRECT **PATIENT CARE**

A Provider & Patient Needs

For his peers involved in daily clinical care, their IT needs are generally varied and include managing passwords and access to different systems and applications. Not only does access need to be seamless, it needs to be quick and free of struggle to ensure an efficient, and happy, professional. On the patient side, the world according to Mr. Dillon, has completely changed. In his patient caring days, people saw their records and images as a black box, occasionally transported in clandestine, odd-sized beige folders shared and understood only by doctors and their staff.

Today, patients want and expect transparency, with their records and images available online, either before and/or after their visit with their provider. The effect of an individual reviewing their records makes for a more informed, aware, and involved patient. As Mr. Dillon sees it, the sharing of images and records really brings patients and providers closer.

The question becomes—how does an image based practice make those images available for easy sharing?



The **CD** is so 1990

The CD is today's traditional method of storing, and sharing information between practice(s) and patients. The authors assert that little copy needs to be spent highlighting the shortcomings of the CD.



CD Shortcomings

- 1 Image quality
- 2 Speed
- 3 Loss of CD

For Mr. Dillon, the headaches associated with CDs from both providers and patients served as a constant stimulus to seek cloud based solutions, a process he and his colleagues started several years ago. However, the cost of online image storage and sharing remained high and thus simply not an option. When Frisbie Memorial Hospital, a local partner, began using StatRad as a teleradiology provider, the staff at Seacoast Orthopedic and Sports Medicine began receiving images through RadConnect, the company's image sharing service.

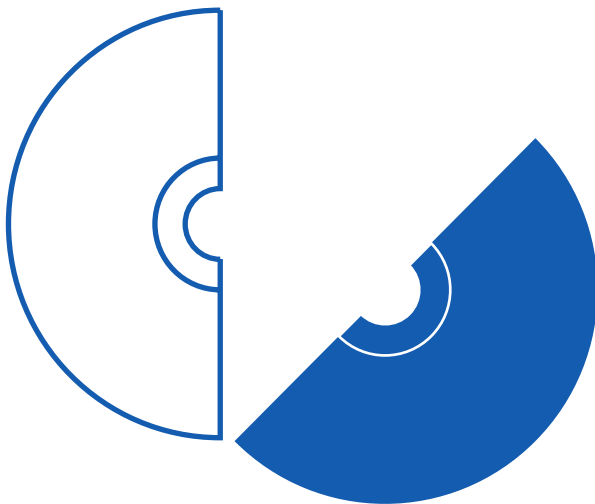
In short, Mr. Dillon found what he was looking for.



RadConnect

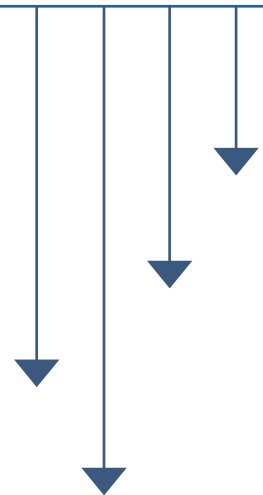
It is that Simple

The solution offered by RadConnect is simple and truly seamless. For patients, a basic web browser and an email address alone gives them the ability to view images and records, as well as share them with any other provider. For providers, the same is true—no VPN, no special codes, just access as easy as checking email.



-50%
CREATION OF
COMPACT DISCS

For Mr. Dillon, all the boxes are checked. No hardware purchase, no implementation costs. A secure sharing platform with integration through a virtual server. In the first week alone with RadConnect, he measured a reduction of 50% in CD creation and has no doubt this will translate into an improvement in operating performance. In fact, he estimates he will ultimately save the equivalent of a 0.5 FTE plus the cost of materials.



Back To **Service**

Benefits and Beyond

In the beginning of this paper, we set out the notion that the service offering and execution provided by private radiology, or any practice group to their stakeholders (hospitals, referring physician groups) does and will matter in maintaining competitiveness. In this vignette, we see in particular how introducing easy and low-cost image sharing can enhance the operation of your own and your referring partners' practice, regardless of your specialty. However, we think Mr. Dillon has it right—the benefits go beyond the cost savings and can be ultimately found by bringing people closer, one image at a time.



As pioneers in teleradiology services, StatRad continues to develop forward-thinking teleradiology solutions to make life easier for radiology groups. With proprietary software, we create custom work-flows to streamline processes, increase efficiencies, and deliver measurable results. By combining our technological advantages with our unmatched level of service, our teleradiology services help radiology groups lower costs, reduce discrepancy rates, and improve patient care.

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