

CUSTOMER SUCCESS



Robert Bridges
Radiologist

Alaska Open Imaging

Choosing Best of Breed Solutions to Offer Best of Breed Service

Robert Bridges, M.D. is not only a respected radiologist with 20 years experience, he is also widely acknowledged as an expert in computer networking and teleradiology. Four years ago, he established Alaska Open Imaging, a cutting-edge imaging center designed to serve the entire region, from Anchorage to the Arctic Circle.

Alaska faces unique communication challenges and the practice has grown quickly, adding to the need to implement a web-driven PACS solution to simplify and streamline the distribution of information. “We had grown to a three-site organization and we read images from all over the state—our old system was still working but couldn’t scale well enough to accommodate our growth,” said Dr. Bridges. “We needed a sophisticated solution that was more flexible and integrated. We now have a highly scalable solution that meets our present needs and our future growth.”

Dr. Bridges found what he was looking for with Intergy PACS by Sage powered by Dynamic Imaging’s IntegradWeb. It’s not surprising that he made this choice when you consider the other pioneering decisions he has made—offering patients images on CD four years ago and launching a patient-centric web browser just to name two. “We have always chosen “best-of-breed” solutions for our business,” says Nathan Walker, IT Coordinator, “but we needed a solution that integrated seamlessly with our RIS and dictation system, yet still afforded us the flexibility of our original design.”

For his part, Dr. Bridges has been ready for this technology for some time. He began working with DICOM and image transmission in the early 1990s when it was dial-up and modems. He has implemented the newest solutions as they have become available because he has always believed that this was the way to improve service and the care of patients. “The ability to move information means you can do things in a timely way,” says Dr. Bridges. “You can read during the day for places where it is night. You can go out around the world and do things. You aren’t alone anymore, you have everything you need. You have the freedom to do your job better.”

Since implementing the Intergy PACS at Alaska Open Imaging, the group has seen the improvements they were hoping for in communication between the centers and between the radiologists and referring physicians. It has also provided improved tools that enable radiologists

Customer:

Alaska Open Imaging

Specialty:

Radiology

Location:

Alaska

Number of Locations: Three

Number of Employees:

3 Radiologists, 20 Users

Products:

- The Medical Manager RIS
- Intergy PACS

CHALLENGE

Implement a web-driven PACS solution to simplify and streamline the distribution of information. Accomodate further growth with a flexible and integrated system.

SOLUTION

Intergy PACS gives all three centers equal and immediate access to information and allows other referring providers to communicate and access documentation as well.

RESULTS

Instant access to studies from anywhere; Most studies are turned around within hours; Referring physicians and Radiologists can look at the same reports and images at the same time; System installed in 15 minutes; Technical support can be done remotely.

to interpret more effectively. And according to Walker, the technical support required is almost non-existent.

The old PACS system at Alaska Open Imaging was not centralized among the three centers. Each center had its own separate system and images could be pushed out to another location or person as needed. To do this with a prior study, the radiologist would have to find the image first. This often required assistance from their technical support group. Today, the Intergy PACS offers a web-driven solution that enables all the radiologists to access any study at any time from almost anywhere. It also allows referring providers to access images with little more than a link.

“Referring physicians are pretty jazzed about what they can do. They are really beginning to embrace teleradiology and all that it has to offer,” says Dr. Bridges. “We can look at exactly the same thing on the computer screen at the same time. In this case, a picture really is worth a thousand words. In addition, they get the results on studies so much faster.” Faster is right, with the average turn around on studies being a matter of hours. In addition, the system can be set up with triggers to send an email to a referring physician when the test is done, when the study has been read, or when the notes have been posted for them to read.

This quick turnaround has as much to do with the ease of working with the Intergy PACS and the advanced interpretation capabilities it offers as it does the easy web-based access. Dr. Bridges can talk for hours about all the features that are offered in this highly customizable solution, from electronic calipers to tiling tools. Each person who uses the system can take all these tools and arrange them on the desktop in the way that fits with their workflow, making it much easier to adjust to the new system.

The lack of technical support needed is another key ingredient in the success of this solution at Alaska Open Imaging. “This web-driven system is so much easier to manage and is much more flexible,” says Walker. “With no software to load, we can easily add new stations in minutes. The implementation of the system across the enterprise only took 15 minutes and we were up and running.” Walker also discusses the fact that if someone ten miles away does

“The ability to move information means you can do things in a timely way. You can read during the day for places where it is night. You can go out around the world and do things. You aren’t alone anymore, you have everything you need. You have the freedom to do your job better.”

need assistance, he can help them remotely, which means less driving around for his support team and faster response to the needs of the staff and referring providers.

Both Dr. Bridges and Walker agree that the Intergy PACS has significantly improved the workflow for the entire enterprise. They also know that it is the right solution for their future growth. When the practice opened, it was essentially paperless and filmless from the beginning so cost savings in those areas have never been an issue, but making ongoing improvements in efficiency and communication and supporting continued growth are always issues. Adding the Intergy PACS has been a big step towards creating the most efficient practice possible.

Dr. Bridges knows, however, that none of this is just about technology; it really all comes down to the patients. “Technology is just a tool,” he says. “In the end, it’s how we use it that makes the difference. It’s our job to make the patients feel more confident, to empower them with information. It’s our responsibility to implement these solutions and be agile with them so the patient knows we can help.” So, while everyone at Alaska Open Imaging is excited about what they can do now, they are most excited about knowing that if someone needs their help from 500 miles away and it is an emergency, they are prepared.

ABOUT SAGE SOFTWARE

Sage Software Healthcare Division is a part of Sage Software, the North American business of UK-based The Sage Group plc. Sage Software supports the needs, dreams and challenges of small and medium-size businesses (including medical practices of 500 employees and more) by offering leading business management, practice management and electronic health records products and services. More than 2.6 million North American small and medium-sized businesses and tens of thousands of medical practices currently rely on Sage Software applications.

For more than 25 years, Sage Software Healthcare Division has delivered easy-to-use, scalable and customizable software for practice management, including private practices, multi-million dollar medical enterprises and community health centers. Our Intergy EHR by Sage electronic health records software is CCHIT CertifiedSM for its product, and meets CCHIT ambulatory electronic health record (EHR) criteria for 2006.

Sage Software

2202 N. West Shore Blvd., Suite 300

Tampa, FL 33607-5749

www.sagehealth.com | 877-932-6301

