

Thriving in an Imaging World of Change

3 Steps to Navigate your Enterprise Imaging Strategy



Change is Inevitable

In 1895, Wilhelm Röntgen accidentally discovered X-rays and transformed medicine. 100 years after this discovery, medical imaging experienced unprecedented demand and growth. From the 1990s through the early 2000s every radiology department sought ways to increase their volume. Today, this is changing as radiology revenue centers change to cost centers and the conversation has turned from volume-based imaging to value-based care.

To navigate this change, leading healthcare organizations are leveraging the latest technologies such as enterprise imaging platforms to facilitate interoperability, encourage collaboration, and deliver the best possible patient care.

While change is never easy, the alternative can be worse. It was the US Army General Eric Shinseki that said "If you don't like change, you will like irrelevance even less." For 100+ years, radiology departments have led the image strategies for their respective healthcare environments. Today, changes in healthcare have introduced challenges that raise the realm of medical imaging from a departmental solution to an enterprise one. The radiology department must be able to bend into this latest curve, or get left behind. As David Marichal, president of Sunetos Solutions puts it, "Get involved in your enterprise imaging strategy and be at the table, or be on the menu."

To thrive in an imaging world of change, here are 3 steps to navigate your enterprise imaging strategy.

1. Plan for change
2. Focus on what you can control
3. Own your data

1. Plan for Change

Employ standards-based systems that promote interoperability to ensure the imaging strategy remains vendor neutral without the propriety components that might create current and / or future compatibility issues. An enterprise imaging platform is the core technology to increase the control and ownership of your clinical media and decrease your dependence on individual vendors. Standards enable interoperability to ensure your imaging data is available for collaborative patient care.

Kennedy Healthcare is one healthcare organization keeping an eye to the future.

With an enterprise imaging platform at the core of their enterprise imaging strategy, the organization is able to construct a best-of-breed environment and attract top clinicians by enabling them to leverage the preferred clinical tools for their specialties. The platform supports a plug-and-play approach to visualization, reporting, and clinical applications; providing the flexibility to plug-in the most appropriate or specialized front end tools now and in the future.



2. Focus on What you can Control

An enterprise imaging platform can provide the flexibility today to resolve some of the most difficult image management challenges such as interoperability. It can manage the consolidation and standardization of clinical media across the enterprise to ensure the data is set to the local standards of other IT systems in the healthcare IT ecosystem.

Massachusetts General Hospital (MGH) took charge in tying their disparate solutions together with such a solution. They enable teleradiology workflows in which they receive studies from disparate PACS from external sites. Their enterprise imaging platform localizes the MRN and Accession Number by adding a site specific prefix code, generating an HL7 order and routing the studies into MGH's primary PACS. New sites and updates are easy to implement by MGH's own IT staff using simple mouse-clicks and an intuitive, easy-to-use GUI.

3. Own your Data

As the amount of imaging data continues to grow aggressively each year, so does that importance of owning that data. Data ownership goes beyond a VNA alone. By owning workflow and access, an enterprise can rest assured that should the need arise to move or manipulate that data, they are free to do so without exposing themselves to massive costs. Here are 4 steps to ensure data ownership:

1. Identify Scope:

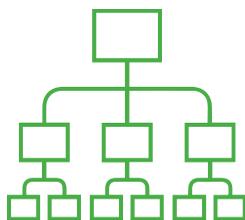
Is this a departmental solution? Single-site or multi-site? Is it an enterprise solution? It is important to identify stakeholders to ensure that the relevant experience is informing the decision.

2. Own your Archive:

Take steps to ensure vendor neutrality and clinical application independence. Insist on a standards-based system.

3. Own your Workflow:

Workflow includes the movement of data and images. Remember, workflow will change! Take ownership so that you can be the change.



4. Own the Access:

It doesn't matter how valuable your data is if you can't access it when, where, and how you need it. This includes advanced visualization tools, an EMR, and referring physician and patient portals. Make it accessible.

Your enterprise imaging platform should be your one solution for control (archive, workflow, access) of unstructured clinical media across your enterprise.

Sentara Healthcare claimed data ownership when they used their enterprise imaging platform to image-enable their EMR, giving their clinicians a comprehensive view of their patients.

San Diego Imaging did the same by engaging referring providers through an intuitive physician portal and image and data access.

Be the Change

The examples highlighted here are just some of the ways that leading healthcare organizations are managing change by leveraging an enterprise imaging platform to consolidate imaging across the enterprise to improve patient care. One small change has the power to initiate a profound effect across the enterprise. The power of an enterprise imaging platform can send ripples throughout healthcare systems, solving real-world workflow issues, simplifying scalability, improving clinical productivity, increasing IT cost savings and most importantly, improving the lives of patients.



About Mach7 Technologies™

Mach7 Technologies (ASX:M7T) develops innovative enterprise imaging IT solutions that create a clear and complete view of the patient to inform diagnosis, reduce care delivery delays and costs, and improve patient outcomes. Mach7's award-winning enterprise imaging platform provides a vendor neutral foundation for unstructured data consolidation and communication to power interoperability and enables healthcare enterprises to build their best-of-breed clinical ecosystems. Mach7's sophisticated workflow tools, advanced clinical viewing and optimized vendor neutral archiving solutions unlock silos of legacy systems empowering healthcare providers to own, access and share patient data without boundaries.

