

AMICAS REACH™ CASE STUDY

Grow Your Imaging Business

San Diego Imaging did it by attracting and retaining referrals.

It was January 2007. San Diego Imaging (SDI) was facing the challenge of opening a new imaging center in a highly competitive and largely managed care environment. In order to attract and retain nearby physician practices, they had to offer a service differentiator — something that would make them stand out from their competitors.

CHALLENGE

SDI was opening a new imaging center to provide outpatient imaging services to the medical community in Kearny Mesa and surrounding areas in San Diego, CA. Needless to say, the environment for imaging services was a difficult one, so the pressure was on.

SDI's challenge was to attract referrals from physicians at area hospitals and practices. "We chose to differentiate SDI by providing an unparalleled level of service to referring physicians and their patients," said Debra Jennings, managing director at SDI.

SOLUTION

When marketing the state-of-the-art center, Jennings wanted to tell referring physicians about SDI's outstanding service levels. In putting together their marketing and service plans, one initiative rose to the top: the ability to provide results in under an hour, all while making access hassle-free for physicians and their office staff. To accomplish this goal, SDI chose to offer AMICAS Reach to clients.

This powerful one-of-a-kind tool allows physicians, physician assistants, nurse practitioners, and office staff to monitor their patients' status at SDI and be notified immediately when images and reports are available for viewing via the AMICAS Reach Web portal.

What this means for SDI's referring physicians — and, by extension, their patients — is the end of long wait times for paper reports and the elimination of the additional step of requesting duplicate films to be printed and delivered.

The response from SDI's referring physician community has been outstanding. "The AMICAS Reach portal is so well organized that it makes my work easier," said Debra Patrick, physician assistant at Kearny Mesa Medical Group in San Diego, which refers patients to SDI. "I have a centralized,

**CUSTOMER PROFILE**

San Diego Imaging (SDI), located in San Diego, CA, opened its doors in January 2007 to provide an outpatient imaging alternative to the medical community in Kearny Mesa and surrounding areas in San Diego.

CUSTOMER CHALLENGE

To create a loyal group of referring physicians who would utilize SDI's imaging services as a result of the premium level of service provided

SUCCESS WITH AMICAS

207 users representing 35 physician groups use AMICAS Reach to view reports and images generated at SDI.

BENEFITS

- Eliminates faxing of paper reports, printing of duplicate films, and the need for couriers
- Improves timeliness of patient care decisions
- Allows the physician and office staff up-to-the-minute imaging status updates and notifications on their patients
- Offers a premium level of service to referring physicians and their staff
- Offers personalized access to all current and historical results
- Extremely simple IT and support requirements

“I referred a patient to SDI on a Friday for a CT Scan. When I reviewed her images on AMICAS Reach later that day, I saw lesions on her liver. I was able to contact her and send her to the ER before the weekend — with no delay of care.”

Debra Patrick, Physician Assistant, Kearny Mesa Medical Group

personalized list of my patients, with access to all current and historical reports and images — all with the click of a button.”

In the case of same-day, walk-in referrals, images are usually available on AMICAS Reach before the patient returns to the referring physician’s office. This outstanding customer service for both patients and physicians has resulted in a loyal group of referrers who would not think of sending patients to another facility for imaging services.

BENEFITS

“AMICAS Reach has been incredibly easy to maintain,” said Lisa Botbyl, who is responsible for maintaining relationships with SDI’s referring physicians. “It takes 30 minutes or less to set up users and train them on AMICAS Reach. More importantly, users find the software intuitive and simple to use — so much so that providers are logging in to AMICAS Reach on their laptops and discussing results with patients right in the exam room.”

“Support is simple — AMICAS Reach has no complex installation or network requirements, so we receive no more than 2 to 3 calls per week. Requests typically involve forgotten passwords or additional requests to be granted access to AMICAS Reach,” said Richard Elwell, systems administrator at SDI.

With AMICAS Reach, physicians are able to offer excellent patient care without having to purchase additional hardware or hire a dedicated IT professional to deal with other challenges like remote access — which distinguishes AMICAS Reach from other solutions in the market.

“I have AMICAS Reach on my laptop so I can stay informed of my patients’ imaging results at all times — even when I am out of the office or on vacation,” said Robert E. Peters, MD, a family practice physician who refers patients to SDI.

Most significantly, patients receive excellent care because of AMICAS Reach, said Debra Patrick of Kearny Mesa Medical Group. “I referred a patient to SDI on a Friday for a CT Scan. When I reviewed her images on AMICAS Reach later that day, I saw lesions on her liver. I was able to contact her and send her to the ER before the weekend — with no delay of care.”

AMICAS INNOVATION

AMICAS Reach is designed specifically for the busy referring physician and their office staff. This extremely simple, well organized portal uses the latest Web-based technologies to integrate the radiology report with key images, thus creating a single “multi-media” report. AMICAS Reach provides radiology reports and key images to referring physicians, while eliminating the need to do any type of viewer software download to the referring physician’s desktop or PDA. As a result, many of the most challenging results distribution problems are eliminated and an organization can provide a premium level of service to its referring community.