



Simplifying results distribution AMICAS Reach™

A REAL WORLD PROBLEM

The business of providing imaging services has never been more competitive than it is today. Every hospital and imaging center in your market is clamoring for imaging referrals from your local referring physician population. As a provider of imaging services, you need to do everything possible to attract referring physicians for their business through relationships, technology, and marketing strategies. Your very success lies in your ability to succeed on this front.

The rapid adoption of PACS has made very basic image distribution an effective tool when marketing to referring physicians. Unfortunately, the distribution of images from PACS systems today (even the Web-based solutions) is a traditional search-and-pull technology using a heavy download, a software plug-in, or some sort of client application. This is cumbersome for the referring physician because they need to install components on their desktop and then they have to actively search for the information they need. As more and more users request access to images and radiology information, these legacy approaches can quickly become unmanageable from both a workflow and support perspective. Most importantly, this methodology ignores the fact that referring physicians are not in front of their computers at all times. The reality is that the imaging needs of the referring physician have been largely neglected in the design of most PACS systems. Until now.

A REAL WORLD SOLUTION

AMICAS Reach represents the latest innovation in a long-standing pipeline of technology solutions from AMICAS. AMICAS Reach is a powerful tool designed specifically for the needs of the referring physician. AMICAS Reach uses the latest Web-based technologies to integrate the radiology report with key images to create a single "multi-media" report for referring physicians. The tool includes a sophisticated instant messaging system that uses common e-mail and secure channels to proactively "push" images, reports, and information to any e-mail enabled device. AMICAS Reach also includes built-in functionality to allow the referring physician or their staff members to order new or follow-up exams online — all via the AMICAS Reach portal.

All of this functionality is designed specifically for the referring physician and will help reduce phone calls, improve the service level you can offer referring physicians, and improve patient care through the timely delivery of relevant information.

"AMICAS Reach has truly opened our eyes about new possibilities to grow our practice. This application gives us a unique opportunity to reach out to referrers and deliver them unprecedented service. We feel that AMICAS Reach will give us a competitive edge in our market."

Brian Bloom MD, radiologist
Tristan Associates (Harrisburg, PA)



Referring doctors are notified that a result is available via standard e-mail.



Customized Web portal provides quick access to reports and relevant images.



Reports and relevant images can be displayed on a standard PDA.

FEATURES AND BENEFITS

AMICAS Reach is designed to revolutionize your referral communications. Key features and benefits include the following:

- + 100 Percent Zero-Install Application. No plug-ins, no helper applications, no heavy downloads. It's a password-protected solution with deep access control that works everywhere. All this without any additional headaches for your IT staff!
- + Customized Web Portal. Designed with the look and feel of popular e-mail programs, the portal integrates relevant images and reports for viewing on any device that supports standard Web protocols. Patient status is updated in "real time," thus giving your referrer instantaneous visibility into where their patient is in the imaging process.
- + Standard E-Mail Proactive Notification. A message is sent to your referring physicians when a report and key images are available for their patients. The interface is personalized so that how and when information is sent is at the discretion of the end user. This is a massive time saver for the referring physician and is the ultimate service tool for them from a marketing point of view.
- + Order Entry. Regardless of their location, referring physicians or their staff can order new or follow-up exams directly from the AMICAS Reach Portal. This helps create "stickiness" between you and your referring physician by making the ordering process quick and painless!

"AMICAS Reach has been incredibly easy to maintain. 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."

Lisa Botbyl, San Diego Imaging

AMICAS REACH

SIMPLIFYING RESULTS DISTRIBUTION

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