

An Easy Sell

At Iowa Health System, everyone agrees:
the **aycan xray-print solution** is the only way to go.



"We're completely eliminating film printing."

Michael Vaux, PACS System Administrator, Iowa Health System

BACKGROUND

Created in 1993, Iowa Health System (IHS) is the state's first and largest integrated healthcare system and one of the state's largest employers. It serves fifteen affiliated hospitals and medical centers and works closely with a number of other regional healthcare centers.

Last year, Iowa Health System admitted 95,000 patients, treated 150,000 people in its emergency rooms, and performed more than 500,000 radiological procedures.

CHALLENGE

Naturally, Iowa Health System is dedicated to delivering healthcare services of the highest possible quality at the lowest possible cost. "We're a not-for-profit organization," said Michael Vaux, PACS System Administrator for IHS. "That means we have a Board to answer to, and we have to be responsible in every way and look carefully at our bottom line."

To accomplish their mission of keeping costs down while providing great care, IHS staff, administrators and physicians are continually evaluating new approaches and technologies. Until recently, images were printed on film directly from the PACS system.

But in October of 2004, while purchasing agent Jamie Ness was working on the upcoming year's film budget, she came across a mailing that described the **aycan xray-print solution**. But Jamie was intrigued so she passed the information on.

"I knew there were paper printing devices out there," said Mr. Vaux, "but I wasn't familiar with aycan." Still, Mr. Vaux liked what he saw. He contacted aycan and arranged a demonstration at Iowa Methodist Medical Center in Des Moines.

SOLUTION

At the same time, IHS requested sample images from other vendors who sold systems that printed radiological images on paper. No one at IHS was impressed by their samples. The quality didn't measure

up to what physicians needed. "We decided it wasn't worth talking to anyone but aycan," said Mr. Vaux.

That impression was confirmed by the aycan demonstration in November of 2004. "I don't think any of us were prepared for the images that came from the aycan solution," said Mr. Vaux. "They are exceptional."

But what would referring physicians think? "Our biggest obstacle was getting physicians to look at images on paper. They tended to be skeptical because of what they'd seen in the past. But once our physicians saw the laser images at 1200 x 1200 dpi, they were extremely impressed. After that, the aycan solution was an easy sell."

RESULTS

Six weeks after the aycan demonstration, Iowa Methodist Medical Center had purchased an **aycan xray-print solution** and had it up and running. A month later, a second installation was completed at Iowa Lutheran Hospital.

Each of these implementations took only a few days. Mr. Vaux said the quality and speed of service that IHS has received from aycan has been excellent.

The IHS aycan solution was optimized to print directly from PACS. But the system is also set up with direct connections to other modalities, including ultrasound, CT, and MR. That way, in case there's a problem with the PACS system, aycan paper prints can still be produced.

Iowa Health System radiology staff find that, compared to film printing, the entire process of printing on paper is more convenient. Images can be sent to the printer and picked up later. Doctors like the other advantages of paper, too. For example, they can draw on the images, it's easier to share them with patients,

and they can fold paper images and place them in files where they will retain their quality for years.

"We're completely eliminating film printing," said Mr. Vaux. "The fact that we can provide a doctor with paper copies of images for a penny a piece instead of \$2 for a sheet of film, well, you can't go wrong. Plus with paper, filing is easier, there's less labor involved... the savings are huge. Once they give the aycan solution a try, our doctors never let go of it."

Mr. Vaux estimates that the aycan solution will save Iowa Methodist more than \$600,000 this year. That's why he expects that it won't be long before all fifteen IHS affiliates are using aycan solutions.

Mr. Vaux's advice to other healthcare providers: **"As soon as you can implement the aycan solution, do it."**

aycan's **xray-print** solution prints radiological and other medical images on plain paper at near film quality. It fits seamlessly into both traditional and PACS workflows, integrating with hospital databases using the DICOM 3.0 standard. Images can be received from any modality and printed on a certified aycan printer. The aycan **xray-print** solution makes it possible to share very high quality images while reducing film costs by up to 90%.

For more information on aycan and the aycan **xray-print** solution, visit www.xray-print.com or contact us at info@aycan-medical-systems.com.

aycan is a leading provider of plain paper imaging solutions for radiology.

