

The Parkland Breakthrough: Superior quality images on paper – plus extraordinary cost-savings.

A leading healthcare center achieves the best of both worlds
with the revolutionary **aycan xray-print solution**.

**“There’s no product I know of in the Medical field
where you can get a return on investment so quickly.”**

Todd Brooks, Administrative Director,
Parkland Health & Hospital Systems



Todd Brooks, Administrative Director

BACKGROUND

Parkland Health & Hospital Systems in Dallas, Texas includes Parkland Memorial Hospital, the Parkland Foundation, and a world-class Radiology and Medical Imaging Services facility. While Parkland is rated one of the best hospitals in the U.S. and is a premier training center for the nation’s physicians, it faces the same challenges that other healthcare institutions must deal with: exponential demographic growth, a pressing need for new infrastructure, and budget constraints.

CHALLENGE

Parkland must provide the best quality medical images to physicians and patients. At the same time, administrators are under tremendous pressure to keep costs in check. For years, its Medical Imaging Services department, despite a significant investment in PACS, was spending approximately \$85,000- \$95,000 per month on MRI and radiology films alone.

“We were often printing two sets of films,” said Todd Brooks, MRI Administrative Director, Parkland Health & Hospital Systems. “Before PACS we would print a film for our archives, and then a second film for the patient/Physician. Even with digital imaging, referring physicians usually want a film to hold in their hands. Sometimes a film would be lost on the way to a doctor’s office and we’d have to re-print it. Bottom line is we were using a lot of film and our film costs were huge.”

SOLUTION

In 2003, a Parkland radiologist returned from the annual RSNA meeting with a sample paper print produced by the **aycan xray-print solution**.

“I looked at the image quality,” said Brooks, “and thought, there’s no way it could be that good. And it didn’t make sense to me that it could be so inexpensive.”

Brooks contacted aycan Medical Systems and found that the sample print was the real thing, right off the **aycan xray-print solution**, and not manipulated in any way to improve its quality. After careful consideration and consultations with staff radiologists and referring physicians, Brooks and other Parkland administrators were convinced that the aycan system would provide a high-quality and extremely cost-effective imaging alternative while significantly reducing the use of film.

"We purchased the aycan software and a certified aycan printer," said Brooks.

"Implementation was very fast. aycan trained our people and within three days we were printing MRI and PACS images flawlessly."

"There hasn't been a single glitch and, by the way, I haven't bought film since the system was installed."

RESULTS

Now, each month, the Parkland MRI Center is spending a little over \$425 on paper and printer service - instead of \$15,000 on film. A high-quality aycan image on paper costs about 4.6 cents compared to an image on a sheet of film, which runs about \$1.50.

Of course, in addition to film costs, the aycan solution eliminates many hidden expenditures, such as film processing and chemical disposal costs, envelope costs, and courier fees.

Brooks also likes the portability of paper and the way the **aycan xray-print solution** has integrated seamlessly into Parkland's traditional workflow processes. "No big 14" by 17" sheets of bulky plastic. Printing is fast – it takes about 20 seconds – and easy. Just print a single sheet of 28-weight paper and send it on its way."

"Last year, we spent close to \$200,000 on hard copy film in this department," said Todd Brooks. "This year that number will be closer to \$10,000 using **aycan xray-print solution.**"

"That's not just saving a buck. That's saving big bucks.

Our aycan xray-print solution will be paid for in a few months at this rate."

"There is no product I know of in the medical field where you can receive a return on investment so quickly. Along with all the cost savings and the quality, it's a reliable product that imaging departments should consider as a print device."

Based out of Rochester, N.Y., aycan Medical Systems LLC is a leading provider of plain paper imaging solutions for radiology. aycan's paper print solution lets health care providers print radiological and other medical images on plain paper at near film quality. It provides a cost-effective solution for sharing images with referral physicians by reducing film costs up to 90 percent, by enabling providers to quickly and easily share very high-quality images, and by improving communications with referral physicians and patients.

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

