

Exceeding Expectations.

For Iowa's Radiology Group PC, the **aycan xray-print solution** means low costs, high quality, and satisfied customers.

BACKGROUND

The Radiology Group, PC, which serves the Davenport, Iowa region, has been providing high-quality, affordable diagnostic imaging services to the area's patients and healthcare institutions for sixty years. Recently, anticipating the growing demand for faster and more cost effective image access and storage, the Group converted to PACS. Now the Radiology Group has adopted another breakthrough imaging technology that complements PACS and provides even greater benefits for the Group and its referring physicians.

"This is a win-win situation for us and for our referring physicians."

Mike Bohl, Administrator Radiology Group PC

CHALLENGE

The reality is that many of the referring physicians served by the Radiology Group don't have high-speed Internet access. In addition, few physicians have the digital equipment required to easily display images where they are most needed, that is, in patient consultation areas. These issues have limited the positive impact of PACS.

"In effect, in converting to PACS, we were asking our referring physicians to enhance their infrastructure and change their workflow processes," said Mike Bohl, Administrator for the Radiology Group.

"Obviously, as an organization built on customer service, we couldn't ask physicians to change the way they work just because it would be more efficient for us."

For awhile, it looked as if the only viable solution would be to conduct business as usual. In other words, the Radiology Group would continue printing images on film (despite the significant costs of film) and then send that film to the Group's referring physicians.

SOLUTION

Then, at the annual RSNA meeting, one of the Radiology Group's radiologists stopped by the aycan Medical Systems booth.

After taking a closer look at the aycan technology and processes, the Radiology Group moved quickly to implement the **aycan xray-print solution**. aycan technicians came to the Group's facility, worked



closely with the staff, set up printing protocols for each modality, and optimized the processes. About a week later, the system was up and running flawlessly. "There's no learning curve, really," said Bohl. "Our technologists adapted easily. Most people were surprised to find that the aycan solution doesn't even require special paper. It prints excellent images on regular paper."

The transition to the aycan solution was seamless for the Radiology Group's staff, and also for its referring physicians. Bohl explained:

"With any change this big, there's usually some level of resistance. But not in this case. Everything went very smoothly."

"I was surprised that I haven't had any calls to me as Administrator from physicians."

RESULTS

Mike Bohl projected that, after installing PACS the Radiology Group would continue to print approximately 20% to 25% of its normal volume on film. In fact, after installing the **aycan xray-print solution**, the Group cut the number of images printed on film to about 5% of the number they used to print.

Naturally, with film prints running at about \$1.50 a sheet and aycan paper prints costing approximately 2 cents for black-and-white and 10 cents for color, the savings have been extraordinary.

"We've reduced our film expenses from \$7,500 a month to \$650 a month," said Bohl. "And half of that \$650 is due to the fact that we still operate two small x-ray rooms that use film."

"So the bottom line is, when it comes to all non-mammographic imaging, we spend about 4% of what we used to spend."

Bohl emphasized that the Radiology Group is driven by its commitment to customer service. "I felt very strongly that, just because we had invested in PACS, we couldn't force our customers to make workflow changes they weren't ready to make."

The **aycan xray-print solution** allows the Group's referring physicians to hold images in their hands, that is, to work the way they've always worked. At the same time, it enables the Radiology Group to realize new efficiencies and very significant cost-savings.

"This is a win-win situation for us and for our referring physicians," said Bohl. "I'm happy to print paper all day long."

"When we saw the images that he brought back," said Bohl, "we realized that, if we could produce images that good consistently, in actual practice, then we had an excellent alternative to film, a new way to deliver high quality images to doctors at very low cost."

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.

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