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Carol Scoggins, Executive Director Diagnostic Outreach,
Wellstar Health System, Atlanta, Georgia, USA

Imaging in the community

Carol Scoggins, Executive Director Diagnostic Outreach, outlines the competitive challenges faced by Wellstar’s medical imaging outreach services, and how the DX-D 400 is helping them meet these head on.

Imaging in the community

Wellstar Health System comprises five hospital systems and 11 imaging centers set within a four county area. WellStar also has a Health Park housing physicians' practices, an imaging center, mammography*, women's area and urgent care as well as community service areas and classroom spaces.



Taking healthcare out to the community

“Typically the hospital focus is on ER inpatients and the occasional outpatient who has special requirements,” says Carol Scoggins, Executive Director, Diagnostic Outreach. “With the outside imaging center locations, the majority of which have the full robust complement of all modalities including nuclear medicine, the environment feels less like a hospital – there are no ER patients being whizzed by on a gurney – and it is much faster.”

“We are also able to offer immediate services. For instance, a physician may have a patient with a suspected appendix problem or aneurism and want them to have an immediate CT. We are able to do that at the imaging centers. We perform our own pre-certification and have centralized scheduling so we either put them into a slot we have available or tell them to send them straight away and we’ll work them in. We don’t want to turn away the stat procedures.”

Striking the right balance between cost and image quality is essential

For Wellstar, outpatient imaging competition is its biggest challenge and striking the right balance between costs and image quality is a key consideration. “Aside from factors such as pre-existing relationships with physicians and car services that collect patients for appointments, discount pricing is often a driver as to whether physicians use our services. But then you have to really get them to consider image quality. This is where Wellstar’s long relationship with Agfa HealthCare and the DX-D 400 has paid dividends. “When we were looking at installing DR solutions, not only was Agfa HealthCare’s pricing very keen but they understood how we worked and that we would be retrofitting an office space so the solution needed to work well in that kind of environment. We also needed a solution that was fast, reliable and could be installed fairly quickly as new practices were moving into our area all the time and we needed to act fast.

“Agfa HealthCare was really responsive and, in reality, it was less than a month between our decision and having the DX-D 400 up and running. The space works really well; the way we have the room set up is really user-friendly for the technologist.”

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Interview with: Carol Scoggins, Executive Director Diagnostic Outreach, Wellstar Health System, Atlanta, Georgia, USA



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DX-D 400

- Floor-mounted, for cost-effective and easy installation and use.
- Best-of-breed solid components, offering reliability and maximum uptime.
- Specially-tuned MUSICA, for gold standard image processing, and NX workstation, for smoother workflow.
- Flexible configurations and options for every need.
- Can be combined with our CR systems, for even greater versatility.

Having digital solutions are, says Scoggins, “a wonder” and the staff really likes the DX-D 400. “They have found it fast, user friendly, and really adaptable. You can still have good patient interaction, but not unnaturally people want to get their images done and be on their way so having the DX-D 400 in an office location ensures the doctor can get images done immediately.”

Scalable solutions are key in this day and age

Another driver behind implementing new solutions is the need to remain competitive by offering the most up to date solutions. “High quality solutions that harness the very best of new technologies are vital in this day and age. If you get stagnant with your solutions, you don’t get all the benefits of things like dose reduction, improved workflow and all the bells and whistles that are necessary for better image quality. If you want your practice to grow, you have to be able to not simply meet new demands but anticipate them. Anyone that doesn’t ensure that current purchases can be upgraded is going to find themselves in trouble.

“Of course, with so many improvements in technology forthcoming you still have to consider costs and try to work as cost effectively as possible while maintaining quality and the capital to continue purchasing new and updated equipment. Fortunately we have a dedicated staff member who is tasked with staying up to speed with new technology developments and who helps us ensure that we achieve maximum benefit from any solutions we buy.”

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* The DX-D 400 is not indicated for mammography

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