

A portrait of Dr. Ko Chia Lin, a woman with short dark hair, smiling and wearing a purple sleeveless top. The background is a blurred indoor setting.

“ Our goal was to improve productivity and profitability. It is important for us to invest in technology, but we must see a return on that investment. ”

DR. KO CHIA LIN

Administrative Superintendent,
Hospital e Maternidade SinoBrasileiro, Osasco, São Paulo, Brazil

Hospital e Maternidade SinoBrasileiro
goes direct digital with DR Retrofit,
taking a big step on its continuing
path as a reference in excellence

Hospital e Maternidade SinoBrasileiro goes direct digital with DR Retrofit, taking a big step on its continuing path as a reference in excellence

Interview with DR. KO CHIA LIN, Administrative Superintendent and DR. KO CHIA YIN, Technology and Diagnostics Director, Hospital e Maternidade SinoBrasileiro, Osasco, São Paulo, Brazil

At the 1st Healthcare Business forum, which took place in São Paulo in October 2014, Hospital e Maternidade SinoBrasileiro received an 'award of excellence'. On this occasion, José Laska, Business Group Manager Agfa HealthCare Brazil, also presented Ko Chia Lin, Administrative superintendent of the hospital, with a congratulatory plaque recognizing the hospital for being the first Brazilian hospital to purchase a DR Retrofit solution.



The easy-to-implement Agfa HealthCare upgrade solution will support the São Paulo hospital to enhance patient comfort and staff efficiency, while becoming a technology leader in Brazil's most competitive medical market.

Since opening its doors in 2002, the Hospital e Maternidade SinoBrasileiro in Osasco – a mixed-income satellite city of São Paulo – has heavily invested in new technology to support its operations and delivery of patient care. In fact, it has become a trailblazer in adopting new systems in Brazil, often even before better-known institutions in the center of São Paulo itself.

The 145-bed hospital admits an average of 600 patients each month, while 20,000 people are seen by its accident and emergency department. Patients are cared for by the hospital's 250 doctors, as well as by the several thousand consultants registered with the hospital to use its facilities.

By implementing Agfa HealthCare's DR Retrofit direct radiography solution, the hospital can optimize the experience and care of the patients; provide a smoother, more efficient workflow for staff and consultants; and enhance the hospital's productivity and financial results.

A reference center of medical excellence

When siblings Dr. Ko Chia Yin and Dr. Ko Chia Lin, and her husband Dr. Yeh Lun Chun, founded the Hospital e Maternidade SinoBrasileiro in Osasco, their goal was to become a reference in medical excellence for the entire western region of Greater São Paulo – an area in which increasing prosperity was not being matched by improved social infrastructure.

Moving to direct digital radiography (DR) in 2014 was a continuation of the hospital's focus on being a technology leader. With DR benefits including potential patient dose reduction, high image quality, increased productivity and optimized patient care, the decision of which solution to implement was key. "Our goal was to

improve productivity and profitability. It is important for us to invest in technology, but we must see a return on that investment," says Dr. Ko Chia Lin, the hospital's Administrative Superintendent.

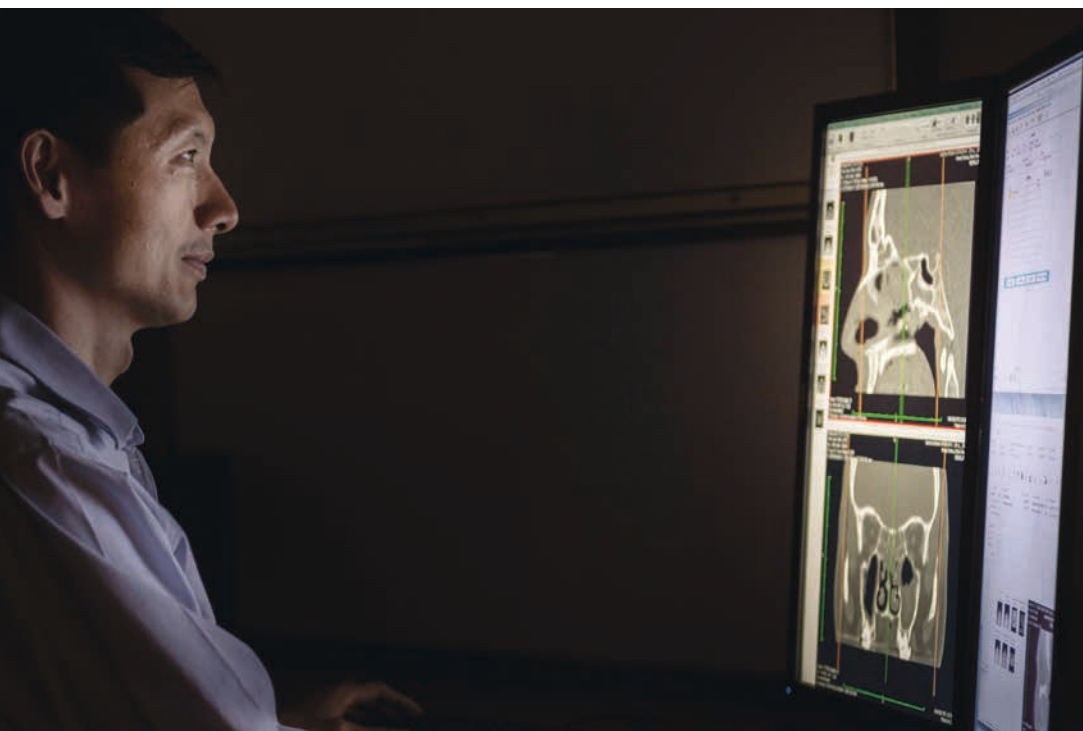
To support it in going fully digital with DR, the hospital turned to Agfa HealthCare, its supplier for computed radiography (CR) solutions. This earlier experience gave the hospital confidence in Agfa HealthCare's ability to deliver not only the desired technology but ongoing support after the installation. With the DR Retrofit, the hospital could use the existing CR solutions to upgrade to the benefits of DR, while maximizing the use of these investments.

In the few months since implementing the DR Retrofit, the hospital has seen excellent indications that its goals for the DR technology are being reached: optimized patient experience, increased staff agility for handling patients, and improved productivity that the hospital's administrators say will improve its financial returns.

Reduced patient dose and greater image quality

The DR Retrofit provided the hospital with a quick, simple and non-invasive way to go direct digital. Its easy installation ensured that it would be up and running in next to no time, very cost-effectively. It offered a choice of detectors, plus the NX workflow, MUSICA intelligent imaging processing software and seamless connectivity.

SinoBrasileiro opted for the DR Retrofit with a cesium iodide detector, which offers the potential for improved image quality with a lower radiation dose. "This was an important advantage to us: the patient dose can be reduced, for greater patient safety, while at the



Agfa HealthCare's Contribution

- Agfa HealthCare supported the complete digitization of the imaging department as part of the hospital's drive to remain a technology leader in the very competitive healthcare market of São Paulo.
- The Agfa HealthCare team worked with the hospital's IT staff to minimize disruptions to the department during the installation of the new solution, and trained staff to use the new technology.
- Agfa HealthCare continued to be a partner to the SinoBrasileiro team, providing the excellent after-sale service that was a major criterion in the hospital's choice of the DR Retrofit.

“There was minimal disruption to our operations, and Agfa HealthCare provided training for the radiology technicians. But as we were already used to working with the Agfa HealthCare CR system, it was really very easy to transition to DR.”

DR. KO CHIA YIN

Technology and Diagnostics Director, Hospital e Maternidade SinoBrasileiro, Osasco, São Paulo, Brazil

Agfa HealthCare's DR Retrofit

- All the workflow and image quality benefits of direct radiography
- Maximizes existing imaging investment
- Easy installation, quickly up and running
- Choice of cesium iodide (CsI) or gadolinium oxy-sulphide (GOS) detector conversion screens. CsI offers the potential for dose reduction between 50 to 60% when compared to conventional CR-BaFBr*
- Specially-tuned MUSICA, for gold-standard image processing and offering the same look & feel when upgrading from CR to DR for greater clinical confidence
- NX workstation for smoother workflow, known from CR, and so a very easy transition to DR workflow
- Connectivity to PACS, HIS/RIS and imagers



Hospital e Maternidade SinoBrasileiro goes direct digital with DR Retrofit, taking a big step on its continuing path as a reference in excellence

same time the high quality imaging allows for more informed decisions,” says Dr. Ko Chia Yin, the hospital’s Technology and Diagnostics Director.

The installation and adoption of the DR Retrofit, at the end of 2014, went very smoothly, he says. “There was minimal disruption to our operations, and Agfa HealthCare provided training for the radiology technicians. But as we were already used to working with the Agfa HealthCare CR system, it was really very easy to transition to the DR system,” he explains.

Less waiting time means greater productivity and better patient experience

While it is too early to provide data on the improvements since adopting the DR Retrofit, the administrators and staff are already seeing significant improvements. They note that the reduced waiting time means patients now spend less time in the imaging department, increasing the department’s throughput while also improving the patients’ experience. In the busy accident and emergency department, which sees 20,000 patients a month, this greater productivity is especially important, as it both decreases the patient’s waiting time for an X-ray to be taken, and speeds up the availability of that X-ray to the medical staff.

All the digital images, which are stored on a central server, can be accessed immediately by the staff, whether in the hospital or offsite: an important advantage for the doctors who use the hospital’s facilities but see patients in consulting rooms elsewhere. Dr. Ko Chia Lin comments, “For an administrator, productivity becomes profitability, so both the improved patient experience and the boost in productivity are key.”

A supportive partner for life

As a long-time Agfa HealthCare customer, Hospital e Maternidade SinoBrasileiro was already familiar with Agfa HealthCare’s commitment to its customer relationships and after-sales service. “After-sales service is crucial in our decision making,” says Dr. Lin. “A great price or even a great machine is no use if, when you need the manufacturer one or two years later, they have disappeared.”

With its quality care and infrastructure, supported by its technology investments, SinoBrasileiro enjoys a growing reputation, not only in Osasco, but increasingly across the greater São Paulo region. It is also proud to be an Agfa HealthCare demo site, further supporting its image as a ‘trailblazing’ hospital.



Did you know...

- Siblings Dr. Ko Chia Lin and Dr. Ko Chia Yin emigrated from Taiwan to Brazil in the 1970s, settling in the São Paulo satellite city of Osasco. The hospital was named in honor of this family history, and today is an independent private institution that serves the entire Osasco region.
- Osasco is a mixed-income region that has seen rising prosperity in recent years, leading to greater demand for improved healthcare services. The public health system has been unable to meet this demand, and the emerging middle class has been turning to private health plans. 95% of the SinoBrasileiro patients use such plans.

* Testing with board certified radiologists has determined that cesium bromide (CR) and cesium iodide (DR) detectors when used with MUSICA processing can provide dose reductions between 50 to 60% when compared to traditional barium fluoro bromide CR systems. Contact Agfa for more details.

www.agfahealthcare.com

Agfa and the Agfa rhombus are trademarks of Agfa-Gevaert N.V., Belgium, or its affiliates. All other trademarks are held by their respective owners and are used in an editorial fashion with no intention of infringement. All information contained herein is intended for guidance purposes only, and characteristics of the products and services can be changed at any time without notice. Please contact your local sales representative for availability information.