

Central Louisiana Imaging Thrives with InteleOne

An InteleOne Case Study



Economic Realities Force Business Model Transformations

Central Louisiana Imaging (CLI), a 13-member radiology group based in Alexandria, Louisiana, is dedicated to providing outstanding and innovative radiology services to the people of central Louisiana. Like most other radiology groups across the United States, CLI has been plagued by decreasing reimbursement rates, winnowing margins, and the threat of new competitors. Confronted with this reality, CLI recognized that long-term survival would require strengthening ties with existing customers and expanding the business beyond reading for their existing client base.

In 2007, CLI took their first bold step in carrying out this plan, signing a new service contract with Natchitoches Regional Medical Center. This new contract brought CLI an additional 35,000 studies per year, on top of the 230,000 annual studies CLI radiologists had been reading.

Complexities Reduce Productivity, Increase Costs

The Natchitoches expansion brought to a head for CLI many common challenges facing radiology practices today. The complexity brought on by serving multiple different customers and the lack of standardization reduced their productivity and drove up their overall costs of delivering healthcare.

"The most significant challenge we faced with the Natchitoches hospital was in managing all the disparate technology systems," said Dr. Stephen Rice, radiologist and technology leader for the group. "Also, there was no good means of moving studies around, and we faced the new challenge of effectively supporting a radiologist located remotely from the rest of the group. Taking on that contract was really the straw that broke the camel's back."

Radiology practices looking to expand today hit roadblocks created by limitations inherent in the many technology solutions in use at various hospitals and clinics. These include a plethora of radiology information systems (RIS), picture archiving and communication systems (PACS), electronic medical records (EMRs), and other hospital information systems (HIS).



Dr. Stephen Rice, Radiologist

CLI recognized that productivity was wasted in managing the multiple workflows associated with each system in use at its hospitals and clinics. Having to log on and off the various systems each day took time and created frustration. In addition, the need to learn and constantly adapt to each system's unique interface and feature set created further inefficiencies.

CLI needed to move quickly to meet the new challenges brought on by the new contract with Natchitoches Regional Medical Center. How would the group's existing members support the new radiologist in a remote location? How could this radiologist interact with the main office in an efficient and productive way? How could CLI make it financially viable to maintain a full-time radiologist at a location where the caseload did not always require it?

Technology Solution Sought

The decision to seek a new technology solution reversed CLI's fortune and set the practice on a path to success. Dr. Rice evaluated many vendors' technologies during an extensive two-year due diligence process that included input from its partner hospitals. The radiologists sought a way to streamline their worklist, cognizant that studies would originate from several different systems serving multiple subspecialties including Diagnostic Imaging, Mammography, CT, MRI, Nuclear Medicine, Ultrasound, PET, Vascular Ultrasound and Interventional Radiology.

"We needed a solution that would allow us to work easily across multiple different imaging and information systems, and that would also allow us to work remotely at any site," reflects Dr. Rice. "At the end of the day we chose Intelera's InteleOne distributed radiology solution."

InteleOne Unites Radiologists, Physicians and Hospitals across Louisiana

Intelera's InteleOne is a distributed radiology solution that allows radiology groups and hospitals to streamline their medical imaging workflows when reading for multiple facilities with different HIS, RIS, PACS and EMR. It provides radiologists a personalized, universal worklist and seamless access to all studies, priors and reports from a single integrated viewer that can be accessed from any computer, regardless of where the radiologist is located.

CLI's customers were instrumental in the choice to go with InteleOne, helping to conduct due diligence and reference checks on a number of solutions. "None of the other products were going to be able to accomplish what we were trying to achieve, nor did they score as high as Intelrad did in the KLAS Enterprise rankings," Dr. Rice states. "InteleOne's ability to easily integrate with all of our different systems and to create one universal worklist was really the number one goal; everything else would be considered gravy."

Another important benefit appealing to the CLI radiologists was InteleOne's integrated viewer. The ability to start each day by signing onto one computer,



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regardless of location, to access images and studies from all the disparate systems was a key draw. "Intelrad has a well designed and robust viewer," Dr. Rice relates. "Some viewers are very difficult to use, but Intelrad's is very intuitive."

CLI Grows with InteleOne

Thanks to InteleOne, CLI has overcome its technology challenges and has significantly expanded its Alexandria-based business. The group now uses InteleOne to read over 325,000 studies annually, for hospitals and clinics that serve communities stretching across over 39,000 square miles of central and northern Louisiana.

In the past year, CLI has experienced productivity gains, better work load balancing and improved revenue following deployment of the InteleOne solution. The increased workload is easily handled by the original radiologists; no additional hiring has been required.

Today, CLI offers a portfolio of new and expanded services, and is planning to further expand its business to new regions. InteleOne has enabled CLI to introduce new services - such as its new MIDAS archiving service, a Medical Imaging Distribution and Storage business - to the region's hospitals and health systems. This is especially important to the smaller rural clinics CLI serves.

"Some of the rural community hospitals and clinics only do 10,000 studies a year. For most small facilities it doesn't make sense financially for them to have their own PACS or technically try to support one, so we extend our PACS to them as a value-added service," says Dr. Rice.

While difficult to quantify, another important benefit Dr. Rice attributes to IntelOne is a significant improvement in the radiologists' morale, which has many benefits across the practice. "A PACS solution should not be a distraction," Dr. Rice explains. "Radiologists need to give full attention to their studies because people's health depends on it."

Shorter Turnaround with Higher Quality



Dr. Rice performing a procedure on a patient's back

IntelOne enables CLI radiologists to provide better, faster reads to the facilities they serve. In the past, it may have taken days to turn around a report from a remote location. Today with IntelOne, it takes at most 90 minutes, thanks to improved connections between radiologists, hospitals and auxiliary staff that are miles apart.

IntelOne also allows CLI to quickly route studies to the right radiologist no matter where they are located - whether it's at one of the facilities, CLI's reading center, or one of CLI's night radiologists.

"IntelOne has made it possible for us to provide more subspecialty care in the rural communities that have never had that before," says Dr. Rice.

Smooth Integrations are Key to Success

Dr. Rice highlights Intelera's expertise integrating hospital RIS, PACS and HIS systems as the key to his group's success with IntelOne. Since adopting the system, CLI has performed nearly a dozen technology integrations with hospitals and clinics. Intelera's professional and comprehensive approach to project planning, communication, and documentation helps CLI know what needs to be done and keeps the project on track.

As a result, these integrations have been extremely smooth processes. "The technology makes it easy," states Dr. Rice. "Intelera has been very good about listening to and working with me. The experience of integrating IntelOne with my customers has helped me better express what it means to have IntelOne at the heart of our healthcare delivery."

Leading the Evolution of Healthcare

Central Louisiana Imaging is at the forefront of an evolution in its market, and the IntelOne distributed radiology solution has enabled CLI's transformation: overcoming technology barriers, streamlining operations, and improving collaboration with customers. CLI has realized its vision to grow and be in a strong position to drive its future. But most importantly, CLI's success in doing so is enabling the hospitals and clinics it serves to deliver superior healthcare to the people of central Louisiana.

ABOUT INTELERA MEDICAL SYSTEMS

Intelera provides medical imaging business solutions and services for radiology groups, hospitals, imaging centers, and teleradiology businesses. Our solutions streamline workflow by integrating systems and clinical information, and by overcoming technical barriers. Users can access the data and tools they need to operate in the most efficient way possible; images and reports are shared, distributed and archived seamlessly. Intelera has proven that its solutions excel in heterogeneous business environments that demand greater flexibility and responsiveness.

For more resources, visit www.intelera.com/cli_pdf

