



Giant Australian Practice Leverages IntelPACS for Medical Imaging Foundation and Powerful Competitive Advantage

Queensland X-Ray Increases Productivity and Enhances Referrer Loyalty by Offering Convenient, Online Access to Images and Reports

An Australian radiology practice replaces its limited PACS product with Intelrad's enterprise-level PACS solution, boosting radiologist productivity and increasing loyalty within its vast referrer base by providing convenient, electronic access to patient images and reports.

About Queensland X-Ray

With nearly 1,000 staffers, Australia's Queensland X-Ray (QXR) is one of the largest private radiology practices in the state. Its 36 sites across Queensland serve more than a million patients annually, and the practice's 50 radiologists provide interpretations across all imaging modalities.

Need for Enterprise-Level PACS Solution with Online Access

In keeping with the practice's mission to provide progressive, committed to service to patients, in 2011 QXR launched a major initiative to review its PACS system. With a substantial referrer base of approximately 10,000 physicians, QXR needed an enterprise-level PACS solution that would offer convenient and secure online access to images and reports, while assuring high levels of scalability and reliability.

"There was incredible demand for us to provide a web-based online image management solution," says Dr. Philip Dubois, CEO of QXR. "The PACS we had in place had primarily been developed and designed for internal reporting by our radiologists. Our needs had shifted somewhat and we now needed to balance internal radiologists needs with those of our external referrers."



Dr. Philip Dubois,
CEO of QXR

IntelPACS Selected for Superior Vendor Reputation and Feature Set

After a thorough search to identify the best PACS solution for the practice's needs, QXR selected IntelPACS[®], the KLAS Ambulatory PACS category-leader from Intelrad. "We spoke to a number of vendors, and we did a comparison of features, benefits, and costs, as well as the operational simplicities offered by various solutions," Dr. Dubois says. "IntelPACS was our ultimate choice."

Dr. Dubois notes that Intelrad's product portfolio and reputation for reliable, easy-to-use products and superior customer service, in addition to the significant existing IntelPACS customer base, helped clinch the decision to adopt IntelPACS as the imaging foundation to lead QXR into the future.

Referrers Eager to Upgrade to Intelrad Solution

In mid-2011, QXR embarked on an ambitious and well-organized phased deployment of the IntelPACS IntelViewer™ module to its considerable referrer base. Within six months, more than 3,500 accounts were established.

The tremendous success and smooth nature of QXR's deployment was also due to the eagerness of the referrer base to receive the new product. "There was such demand from our referrers, we didn't have to market it," Dr. Dubois says.

With the previous PACS solution, not all QXR's referrers could access study images electronically. "A common complaint from referrers was they would have to wait for the patient to bring in the images before they could review them and sometimes patients would bring the wrong films or no films at all," Dr. Dubois says, which was inefficient for the doctors and cumbersome for the patients.

Today, this process is streamlined and patient care is enhanced because QXR referrers use IntelViewer, at their convenience, to electronically access patient images and reports, simultaneously. Referring physicians and their patients are delighted with the new system.



QXR has 36 sites across Queensland

Radiologists Thrilled with Time Savings and Productivity Gains

QXR's radiologists have also fully embraced IntelPACS. The intuitive design minimizes training requirements, enabling new users to immediately begin saving time and increasing productivity. With IntelPACS, collaboration is enhanced and workflow is streamlined.

The ability to electronically access, share, and archive images and reports in a seamless and secure way is a huge advantage. "The radiologists really, really love it," Dr. Dubois reports. "It is a sophisticated solution – it's fast, user-friendly and intuitive. There are so many advantages."

Centralized System Enables Workload Optimization and Remote Reading

A high-performing, distributed architecture ensures that IntelPACS can scale to handle QXR's imaging and reporting volume, now and in the future. The new, centralized system also provides a foundation for optimized workload-sharing and remote reading of studies. This is particularly important to practices with an extensive geographical reach – QXR's Brisbane and Cairns clinics are separated by more than 1700 kilometers.

Furthermore, Intelrad's web-based referring physician portal, IntelConnect[™], is now being offered to QXR referrers as a service bundle option. IntelConnect, a brandable, browser-based solution for communicating radiology results, has been widely adopted and further extends convenience and flexibility advantages to referrers.

IntelPACS Provides Valuable Competitive Advantage

IntelPACS' back-end reporting capabilities provide QXR with valuable insight about access trends, referrer behavior and adoption rates, and other useful data that has not previously been available. This enables QXR to fine-tune its service offering, better meet referrer needs, and increase customer loyalty – all of which contributes to higher revenues.

With the adoption of IntelPACS, QXR has increased radiologist productivity and enhanced the patient care experience for both referrers and patients. In addition, QXR has gained a critical competitive advantage over other practices in the area.

For more resources, visit www.intelerad.com/qxr_pdf

About Intelrad Medical Systems

Intelrad is a recognized leader in medical imaging PACS and workflow solutions. IntelPACS[®] relies on a scalable, flexible, and fault-tolerant architecture. Intelrad solutions, like IntelOne[™], have a strong reputation for reliability and performance in complex, multi-site environments with challenging workflows.