



Large Australian Radiology Practice 'Wows' its Customers with intelConnect

Thousands of Referrers Gain Anywhere, Anytime Browser-Based Access to Study Results

About MIA Victoria

Medical Imaging Australia in Victoria (MIA Victoria) is one of the largest and most comprehensive private radiology practice in Australia's most densely populated state. MIA Victoria provides medical imaging services to more than 40 practices located throughout the Melbourne metropolitan region and surrounding rural areas. In addition, radiology services are provided to many private and public hospitals.

Online Access to Studies Enables High Quality Care within Large Referrer Base

MIA Victoria radiologists perform more than one million studies annually, generating approximately 22 terabytes of patient data and images each year. This massive amount of data – more than 110 terabytes, and growing – is stored and managed by Intelrad's high-performing and highly scalable medical imaging solution, IntelPACS®.

There are more than 120 radiologists at MIA Victoria, and IntelPACS provides them the freedom to interpret images and report studies from any location. Given its success with the product, adopted in September 2007 and quickly deployed to all 50+ clinics, MIA Victoria began offering referring doctors online access to studies via IntelPACS' integrated viewer, IntelViewer™.

"The IntelViewer roll-out was a great success," said Julian Gully, IT Manager for MIA Victoria. As proof he cited the practice's 5,000 registered IntelViewer users – including general practitioners, specialists, and emergency medicine doctors. Online access to images and reports provides users in every environment the information needed to provide high-quality patient care.

IntelConnect Physician Portal Impresses Customers and Strengthens Relationships

In 2011, MIA Victoria delighted its extensive customer base by embracing Intelrad's newest tool – the IntelConnect™ referring physician portal – for instant online access to results. A browser-based solution that supports Windows and Macintosh browsers as well as mobile devices such as iPad, iPhone, Android and Blackberry, IntelConnect requires no download, installation, or training.

Gully describes the reaction of MIA Victoria referrers to IntelConnect as swift and unequivocal. "In a word, the reaction was 'WOW,'" he says. "It is such a powerful tool. Our referrers are telling us it is fantastic."

Key Information Communicated and Accessed Quickly, Effectively

The full Intelrad tool set enables MIA Victoria radiologists to efficiently and effectively communicate key information to their referring physician customers. The referring physicians, in turn, benefit from quick and efficient access to the most important diagnostic information, whenever and wherever they require it, using IntelConnect.

“Clinically, that’s very powerful, very beneficial,” says Gully. “From a patient management perspective, it’s tremendous.”



Julian Gully, IT Manager

Communication Features Enable Collaboration, Consultation, and Differentiated Care

The IntelConnect portal also offers instant messaging and other features that help connect radiologists and referring physicians for collaboration, subspecialist consultation, and other interaction. These capabilities are critical to providing well-informed, highly-differentiated patient care.

With a practice as large as MIA Victoria’s, where radiologists are deployed across many different facilities in a wide geographic region, this flexible communication capability is hugely beneficial. “To be able to instantly contact the radiologist to ask a quick question is very compelling,” Gully says, especially in complex, time-sensitive, or highly specialized situations.

Customizable Interface Promotes Brand Awareness and Customer Loyalty

In addition to making referring physicians happy and well-informed, IntelConnect provides extra business benefits for MIA Victoria in the form of brand visibility. As a dedicated portal with a brandable interface, IntelConnect can strengthen customer relationships and build loyalty within the referrer base. Gully appreciates the ability to customise the splash page and to put the MIA Victoria logo icon on a device’s desktop. “Having the logo in front of your customers is always important,” he notes.

The portal’s intuitive interface and no-download, no-installation access also significantly reduces the IT burden for MIA Victoria. Gully notes that the use of IntelConnect minimizes technical calls from the referrer base, comprising another major business benefit of the portal’s roll-out.

Intelrad Puts High Value on Customer Input for Ongoing R&D

Intelrad’s radiology market expertise and commitment to ongoing product research and development inspires confidence in customers like MIA Victoria. Because Intelrad’s customer-centric culture welcomes and encourages input on products and features, the end result is guaranteed to meet customer needs. “We are very, very happy that we were part of the IntelConnect development process from the beginning,” says Gully.

Watch the interview with Julian Gully to learn how Intelrad can help you improve patient care and your service level to referring physicians. For more information: www.intelerad.com

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.