

Performance Strategies

for Healthcare Leaders



Keep Pace with Advanced Medical Imaging Technology & Services

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Cutting-Edge Imaging Solutions Create a Robust Information Enterprise



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Building an Information Powerhouse

[Baton Rouge General Medical Center](#) – the city's first-established hospital – has provided high-quality healthcare to our community for more than 100 years. Our legacy is one of compassion and caring, leadership, and innovation — all with an eye to the future. We take pride in being at the forefront of cutting-edge technology, especially in our radiology department where we've pioneered advancements such as endoscopic ultrasound and portable digital radiology systems.

To improve our speed and ability to share images, we were an early adopter of McKesson's [picture archiving and communication system \(PACS\)](#) technology. We recently added its [physician portal](#) to the mix, creating a powerful one-stop information resource for our staff and referring physicians. With the click of a mouse, from any location, they now can access the full range of patient data needed to make fast, informed decisions.

Flawless Implementation

The smooth implementation meant we were up and running right from day one. We “turned the key” on the PACS and immediately began acquiring, distributing and storing images. Likewise, the physician portal provided truly plug and play technology. Its user-friendly format makes it easy to upload images from modality to modality, including CT, MRI and ultrasound.

Dramatic, Long-Term Benefits

Our proactive approach has yielded many clinical, financial and operational benefits that will serve us well into the future.

Costs are Down Dramatically

Since deploying PACS five years ago, we've completely eliminated our contracted film costs, saving approximately \$500,000 annually. With no film to manage, we no longer need a file room staff. Nor do we need radiologists at both campuses around the clock, since images are readily available from any location. Now subspecialists, such as pediatric radiologists and neuro-radiologists, can read images directly from their departments. Perhaps best of all, no time is wasted, nor is treatment delayed, while looking for lost films!

Patient Care is Better

Imaging reports are now available in just under three hours, compared to the 12 to 18 hours it used to take in a film-based environment. Faster turnaround time enhances clinical decision-making. Physicians and patient care teams receive the results in a timely fashion on their units.

Workflow is Streamlined

Because images are available on any computer anywhere, physicians no longer have to call the radiology department to send up film. The portal provides physicians with instant access to all the information that's been uploaded and scanned into the electronic medical record – images, radiology reports, lab data, physicals, medical history – no matter when it was taken, from a year ago, six months ago or yesterday. With a complete medical picture of the patient, physicians can make better medical decisions.

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Cutting-Edge Imaging Solutions Create a Robust Information Enterprise (Cont.)

Physicians are Pleased

PACS and the physician portal have made everyone's life easier and improved physician satisfaction. Staff physicians love the ease of use, and referring physicians are pleased to have all the clinical information they need at their fingertips.

Knowledge is Power

With advanced medical imaging technology and a sophisticated Web gateway, we are no longer the single-service radiology department of days gone by. We've transformed into a robust information enterprise that can keep pace with the mass of data produced by today's cutting-edge diagnostic equipment — the 64-slice CT scanner, for example, which generates 200+ images per exam. We must be able to store this data and review it quickly, something we couldn't do with film.

As an information enterprise, we are truly able to provide more data quicker, review it faster, disseminate it rapidly and share it with everyone who needs it, when they need it.

The old expression "knowledge is power" applies here. PACS and the physician portal keep us competitive and ahead of the technology curve. Most importantly, it helps us provide faster care to our patients.

Gerard Barrilleaux has more than 30 years of experience in the radiology and imaging profession. As Director of Imaging Services and Laboratory for Baton Rouge General Medical Center, he oversees CT, MRI, nuclear medicine, diagnostic radiology, interventional radiology, ultrasound and the School of Radiologic Technology, as well as laboratory services. Barrilleaux has held leadership positions at major hospitals throughout Louisiana and is a graduate of Charity Hospital School of Radiologic Technology in New Orleans. He is a member of the Association for Medical Imaging Management.

Baton Rouge General Medical Center Reduces Costs, Improves Turnaround

- ▶ **Saved \$500,000 annually by eliminating film costs**
- ▶ **Decreased radiology report turnaround time from 12-18 hours to under 3 hours**
- ▶ **Reduced film room staff from 9 to 2 over a 4-year period**

Baton Rouge General Medical Center reduced costs and improved report turnaround time by replacing its film-based system with advanced digital imaging. Members of the film room staff that left or retired were not replaced, enabling the system to reduce FTEs from nine to two.

Learn More

[Overcoming Communication Challenges between the ED and Radiology Departments](#)

[Financing Your PACS Software](#)

[MI Blog: Dr. Kruskal on Radiology Risk Management](#)

[Aunt Minnie Online Symposia: Creating a Collaborative Imaging Environment](#)

QuickNotes 

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Performance Strategies won three 2009 Golden Flame awards from IABC/Atlanta for program excellence.