

# Performance Strategies

for Healthcare Leaders



Keep Pace with Advanced Medical Imaging Technology & Services

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## Healthcare Organizations Looking to Reap Even More from New Generation PACS



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### The Second Chapter

Healthcare organizations are definitely ready for the second chapter of the [picture archiving and communication systems \(PACS\)](#) story, according to *North American Radiology PACS and RIS-PACS Markets (2009)*, a market research study published by our business research and consulting firm, [Frost & Sullivan](#).

In 2008, revenues for the implementation of replacement PACS hit \$549.5 million, while revenues for new “green-field” PACS totaled \$352.5 million. The market for replacement PACS is expected to grow 6.8% by 2015, while the market for first-time PACS installations is slated to decrease by 2.7%, according to our Frost & Sullivan research.

Initially, healthcare organizations were satisfied with the cost savings that came from the elimination of film-based imaging. Now, however, organizations are ready to turn the page and are looking for PACS to help them work more productively and, at the same time, support a higher standard of care.

### Building Better Systems

As a result, vendors are building advanced PACS to act less like supporting characters and more like full-fledged protagonists. Instead of merely serving as an imaging storage system, PACS now are thought of as fully integrated, real-time radiology services that include multiple imaging modalities, radiology information system (RIS) integration, document scanning, voice dictation, enterprisewide distribution capabilities, and wide-area access outside the healthcare enterprise via the Internet.

As such, the story is no longer so much about the elimination of film but about leveraging advanced PACS to radically improve productivity as well as clinical care by:

**More cost efficiently managing the distribution of imaging studies across the entire enterprise.** PACS now are expanding to multiple sites in ways that were not possible before. So instead of each individual provider location or department managing its own PACS, healthcare enterprises can more cost efficiently manage a PACS from a centralized location. In addition, management of the PACS technology itself can be centralized and operated much more cost efficiently.

**Increasing clinical productivity.** Helping clinicians, particularly radiologists, work more efficiently is likely to result in some cost savings as well. Consider the following: If a PACS reduces report turnaround time by just a few percent, organizations are apt to save substantial dollars as radiologists can process more imaging studies in a reduced amount of time.

Integration between PACS and RIS also is poised to help improve clinician productivity. Such integration helps to streamline scheduling and reporting. For example, when integrated, a RIS will not only direct a radiologist to read a certain image at a certain time but will also provide the radiologist with a workflow for the entire reading process with no need to log in and out of multiple systems.

**Improving patient care.** Talk of electronic health records – and their “meaningful use” – is running rampant in the industry. Although the stimulus requirements do not mandate that EHRs carry images, the inclusion of images in a medical record

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certainly can help physicians make better clinical decisions. When physicians have access to a complete longitudinal patient record, that includes present and past imaging studies, they will have the information that's needed to make better clinical decisions. And, in the final analysis, more informed decisions are likely to lead to better care and outcomes.

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### Iowa Health System Accomplishes Massive PACS Deployment at 34 Facilities in 90 Days

Iowa Health System, the state's first and largest integrated health system, has experienced an increasing number of procedures per year. And diagnostic imaging is a critical element to delivering high-quality and timely patient care. To help streamline workflow and boost productivity, Iowa Health deployed McKesson's [picture archiving and communication system \(PACS\)](#) at 34 metropolitan hospitals and clinics throughout Iowa in the last quarter of 2009.

"Our goal is to provide the best healthcare possible to the communities we serve," said Bill Leaver, president and chief executive officer of Iowa Health System. "With the new PACS in place, our physicians will be able to make care decisions much faster."

The implementation was accomplished in record time – within 90 days of signing the contract. Iowa Health System is live on the new PACS solution in the seven regions it serves – Des Moines, Quad Cities, Fort Dodge, Sioux City, Waterloo, Cedar Rapids and Dubuque. The project included data migration of all historical Iowa Health System data.

Iowa Health System will take advantage of the broad range of McKesson PACS features and benefits, including advanced communications capabilities that make real-time work list reviews possible. The system also makes physician and radiologist consultations easier, regardless of whether participants are down the hall or across the state.

## Events

[See Us at the SIIM Conference](#)

Minneapolis, Minn.  
June 3-6, 2010

[Register](#)



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

QuickNotes

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