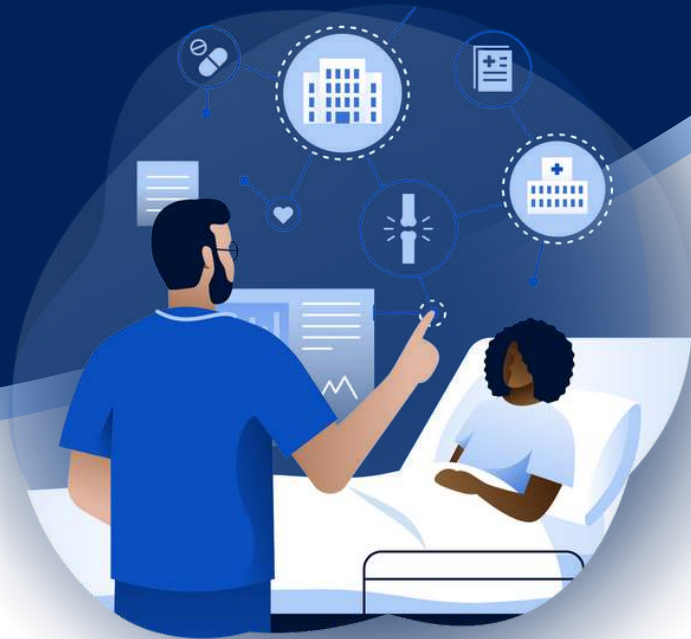


## Transforming Healthcare Connectivity & Enhancing the Patient Experience: SMIL's Success Story with Medicom



*Southwest Medical Imaging (SMIL) is a premier physician-owned radiology practice in the Southwest US, led by 50+ experienced radiologists. With 17 facilities, including 12 imaging centers, it serves six major hospitals, earning a national top-tier reputation over four decades.*

### IMAGE EXCHANGE CHALLENGES

Before Medicom Connect ImageX, SMIL struggled to share studies and imaging with external parties due to:

- Burning CDs and DVDs
- VPN disruptions from vendor compatibility
- Manual workflows consuming time and resources
- Scheduling delays impacting new patient intake

### PATH TO SUCCESS



Modernize, simplify and consolidate image sharing workflows and solutions



Leverage automation triggers to efficiently access patient priors



Provide an excellent patient experience by connecting patients to their own health data

### SMIL STATS AFTER IMPLEMENTING MEDICOM CONNECT IMAGEX



**750,000**  
exams exchanged



**60%**  
growth in exchanges  
since 2021



**73**  
connections in network

## SOLUTIONS AND RESULTS

In 2018, SMIL upgraded their image sharing by implementing Medicom ImageX, enabling direct exchange of studies with external parties, erasing the need for VPN, and modernizing their processes through a consolidated, user-friendly platform - eliminating outdated workflows for substantial savings.

## VALUE OF TECHNOLOGY

### From Manual Workflow to Automated Federated Search

Medicom's Federated Search reduces costs for SMIL and participants by streamlining scheduling and case study retrieval, boosting operational efficiency. Radiologists benefited from fewer report addendums, enhancing clinical efficiency. These enhancements boosted patient retention and referrals for SMIL without hiring more staff.

### Optimizing the Patient Experience From End to End

SMIL's use of automation promotes a proactive, tech-driven culture that enhances patient experiences. Managing the entire patient journey led SMIL to excel in patient satisfaction and outcomes, becoming a premier radiology practice.

## SUMMARY FROM SMIL:

### IMPACT OF A POSITIVE PATIENT EXPERIENCE

- Medicom is the only vendor with a federated automation model that reduces operating expenses for all participating medical imaging exchange organizations.
- Seamless access and sharing of medical imaging data among providers enhances the patient experience, crucial for retention, referrals, growth, and financial stability.



*In a referral-driven market, our focus is on enhancing the patient experience and prioritizing positive outcomes, and Medicom's Automated Federated Search helps propel that mission forward. They are the only vendor on the market offering this, and it is integral to our operational, administrative, and clinical success.*

**-Michael Douglas, SMIL CEO**

Facilitating secure, seamless information exchange between health systems and providers



Providing a single pane of view for disparate, longitudinal health data



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