MEDICOM

Medicom Client Adopts Modern Approach to Medical Image Exchange Resulting in Improved Patient and Clinician Satisfaction

Confidential Client Case Study

BACKGROUND

Originally partnered in 2019 and later selected as the preferred imaging vendor, Medicom has been instrumental in assisting a healthcare system with over 15,000 personnel, including 2,200 physicians and practitioners. The decision was driven by Medicom's cost-effectiveness, well-defined path from purchase to implementation, proven technology with successful Veterans Healthcare Administration implementations, and positive user experiences through image exchange with Medicom customers.

In adherence to privacy regulations, the client, whose identity is confidential, has opted for anonymity in this case study.

NEARLY **200,000** ANNUAL EXCHANGES FROM **60** MEDICOM NETWORK CONNECTIONS

OBJECTIVES

Efficient Image Sharing:
Streamline image sharing, serving as a single interface engine, eliminating the need for multiple cloud gateways and VPNs.

Physician Convenience:
Automate the matching and updating of patient IDs for incoming studies, reducing the need for manual reconciliation.

Enhanced Patient Image Sharing:
Enhance patient access and satisfaction, allowing them to view, share, and download their images seamlessly.

Streamlined Mammography Handling:
Create a secure conduit for each study, preventing congestion and re-sending of studies, efficiently handling large files.

CLIENT CHALLENGES

Inefficient Image Sharing Workflow
- Reliance on physical media like Cds and DVDs and more than 30 VPNs resulted in limited administrative controls, workflow complexities and patient friction

Physician Convenience and Patient Matching
- Manual reconciliation of outside images with orders risked human error and consumed resources
  - *Top priority - Ensuring physician satisfaction and accurate order matching for streamlined operation*

Mammography File Handling
- Difficulty handling large mammography files within their current system lead to potential congestion and the need for re-pushing studies through the VPN.

Connectivity with Referring Facilities
- Connecting with smaller providers lacking VPNs required significant resources for VPN setup, maintenance and support, discouraging engagement with low-volume facilities.
  - Impact on revenue generation

Patient Friction
- The existing process of burning CDs for patient requests impacted patient engagement and satisfaction.
  - Responsibility placed on patient to safeguard physical media containing their medical imaging and related data, without any guarantee that outside facilities had the tools to view

MEDICOM SOLUTIONS

Patient Link
Electronic access to image sharing, empowering patients to view and forward their images to any party in their continuum of care

ImageX
Established network connections for Bi-directional image exchange, ensuring providers always have access to patient data

UpLink
Leveraged for uploading images, keeping image exchange secure and efficient for off-network providers and new patients

> *"The search team had a very specific set of criteria to meet when selecting a vendor, and Medicom was able to execute on all expectations. From boosting physician satisfaction by automating manual image exchange processes and effectively resolving connectivity issues with smaller providers, Medicom identified many process enhancements that decreased IT overhead and elevated patient satisfaction by ensuring better continuity of care."*

Search Consultant/Physician

PARTNERSHIP RESULTS

Efficient Image Exchange
- Reduction in operational complexity with a centralized platform, eliminating the need for physical media and multiple VPN connections
- Improved speed and reliability in image exchange
- Decrease in IT overhead

Physician Convenience
- Streamlined workflows and automated order matching increased overall satisfaction among physicians and medical staff
- Reduced manual efforts for reconciliation minimized the potential for human error

Effective Mammography File Handling
- Improved handling of large mammography files without congestion
- Prevention of study re-sending, reducing friction related to errors and delays
- Enhanced reliability in the transfer of mammography data

Scalable Connection
- Created more accessible collaboration and information exchange with a broader network of providers
- Lower resource requirements for low-volume facilities
- Increased accessibility for smaller providers pursuing image exchange, without the need for spinning up resource intensive VPNs

Enhanced Patient Satisfaction
- Improved patient satisfaction and engagement through a modernized image-sharing approach
- Streamlined access to priors in real-time, better preparing physicians for both new and recurring patient appointments

Facilitating secure, seamless information exchange between health systems and providers

MEDICOM CONNECT

MEDICOM INTELLECT

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