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The Future of Medical Image Sharing

... Improving Data Exchange on the Cloud

Webinar Agenda



- Company and speaker introductions
- What is medical image sharing?
 - How will it benefit my practice?
 - How can we measure its impact?
- What image sharing trends should we be watching for?
- Frequently asked questions and Q&A



About RadSite



- Founded in 2005 as part of HealthHelp
- Became separate company in fall 2011
- Hybrid Organization
- Certifications Cover
 - 24,000 imaging providers certified
 - Over 60,000 imaging systems
- Offers a seamless approach to quality benchmarking
 - Credentialing, Certification, Accreditation and Outcomes
 - Provider offices, imaging centers, and hospitals
 - Full range of imaging modalities
- One of the largest databases in the U.S. for imaging systems

RadSite's Mission



- Our mission is to promote quality standards and safety in medical imaging
- Assess, Certify, and Audit
- Work with providers through ongoing relationships and peripheral services
 - A core belief in transparency across all imaging modalities
 - Based on a relationship and education centered model

About DICOM Grid



- Founded in 2006 by a group of radiologists
- Based in Phoenix, AZ
 - Satellite hub in NYC
 - DICOM Grid Brasil launched in 2013 to bring image exchange to Latin America
- DG offers cloud-based solutions to enable:
 - Accessibility
 - Management
 - Exchange
 - Vendor Neutral Archive
 - Viewing
- Solution are based on industry standards such as DICOM, HL7, and HTTPS, XDS, and XDS-I
- Currently managing nearly 1 billion images for clients world-wide
- Named "Best Medical Information Solution" in 2013 and 2014 by the Software Information Industry Association



Featured Panelists



- **Morris Panner, CEO, DICOM Grid**

- Morris Panner is an experienced software executive, having recently built and sold an industry-leading business process software company, OpenAir, Inc., to Larry Ellison's on-demand software company, NetSuite. Previously, Panner had worked in healthcare IT, partnering to form an early teleradiology venture. Morris also has worked as a federal prosecutor for the U.S. Department of Justice and as a corporate attorney with Wachtell, Lipton.

- **Ricardo Cury, MD, FSCCT, Radiology Chairman and CEO of Radiology Associates of South Florida**

- Dr. Cury serves as the director of cardiac imaging at Baptist Hospital of Miami and Baptist Cardiac and Vascular Institute, as well as radiology chairman and CEO of Radiology Associates of South Florida, and vice chairman of radiology at Florida International University. Dr. Cury is currently expanding DICOM Grid's footprint in Latin America.

Moderator



- **Junellen Neese, Director of Operations, RadSite**
 - A part of HealthHelp, RadSite's parent company, since 2005, Neese initially joined the company to develop the RadSite Assessment Program (RAP). Before joining HealthHelp, she developed web interfaces at Enron to support gas trading activities, and served 13 years in the travel industry where she headed Aeromexico Airline's Customer Service Department for their International Division. Today, she is focused on ensuring RadSite's growth and future opportunities have a positive impact on medical imaging quality and safety.

Today's Goal



This session will take a closer look at how medical image sharing provides value, to not only your practice, but the organizations you work with and the patients you care for.

What Makes Image Sharing Difficult?



Lag time between when studies are sent and when they are received.



CDs in the mail or hand carried by patients/physicians can be HIPAA risky.



No record of when images are received/viewed/shared.



Traditional methods used to distribute images are costly!

How Can You Make it Easier?



New technology streamlines the process of electronically distributing medical imaging data over the web.

- Eliminate CDs
- Connect systems (PACS, RIS, EMR)
- Improve accessibility and timely delivery
- Track the sharing of information with audit controls

Methods for Sharing Medical Images



Method 1: Manual

Upload images from a CD or select pre-uploaded images to share to pre-determined DICOM Grid destination, physician groups, or individuals by email

Most commonly used for low volume and ad-hoc image sharing.

Method 2: Automated

Create routing rules to automate the process of moving images between pre-determined systems, physician groups, DICOM destination.

Most commonly used for high volume and heavy image distribution.

Manual Method for Low Volume and Ad-Hoc Sharing



+ Create routing rules for automated sharing

+ Upload Studies

Q Search

DICOM Send

Share

Sync

DELETE

Share Studies

X

Users

Roles

Locations

Groups

Gateways

Destinations

Routing Rules

Study Sharing

Settings

Custom Fields

Routing Rules

+ Create New Rule

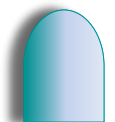
Rule Name	For	When	Conditions	Actions	Disabled	
Automatic Share	General_Hospital		All studies	Share with share code "Physician Group #1"		<input type="button" value="Edit"/> <input type="button" value="Delete"/>

Email address

Share Studies

Close

A Patient's Story...Real Life Focus



If you were to guess...



How much are we spending as a health care system on duplicate and unnecessary image exams?

- \$100 - \$499 Million
- \$500 - \$999 Million
- \$1 - \$20 Billion
- \$20 - \$40 Billion

Answer...



According to a 2008 McKinsey Global Institute report on diagnostic services, duplicated studies accounted for \$26.5 billion in unnecessary healthcare costs.

This number represents the incredible opportunity to reduce wasteful spending and improve patient care.

The Three Pillars of Image Sharing



Share and receive images the following ways:



To and from patients
(collect images before appointments and publish results after appointments)



Within your organization
(provide physicians with better access to patient data within the four walls of your practice)



With outside facilities
(connect with referring physicians and specialists, and unaffiliated organizations)



How Does this Help My Practice and What Should We Measure?



Shortened time to care delivery or treatment

Has patient care improved because medical staff has better access to imaging data before or during patient encounters?

Reduction in duplicate diagnostic tests

Has the availability of prior exams reduced the time and costs associated with redundant exams and helped to avoid excessive radiation exposure for patients?

Improved lines of communication

Is the physician community finding image exchange to be a productive tool for enhancing collaboration, and meaningful discussions on cases involving imaging?

Reduction in image exchange costs

Does the ability to electronically transmit images and reports between facilities reduce the costs of physical media/courier service, VPNs, and other mediums of image sharing?

Four Ways to Drive Referrals with Medical Image Sharing



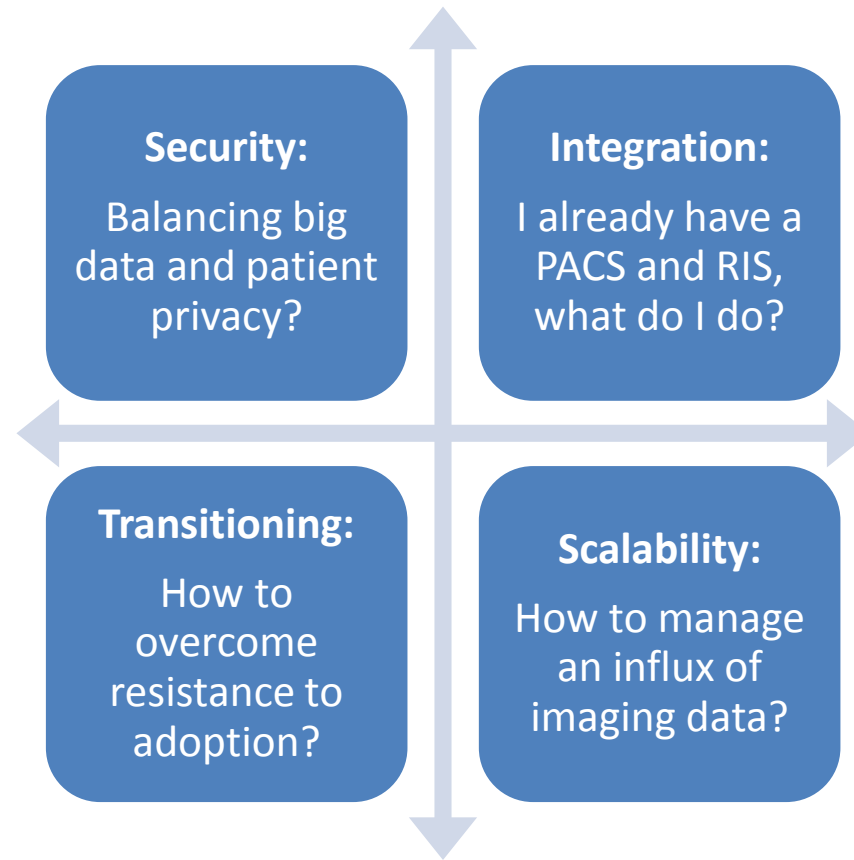
1. Electronically accept imaging data from referring physicians
 - Eliminate VPNS, Courier Service, and CDs
 - Electronically publish findings and reports back out to providers

2. Utilize image-share analytics to track the origins of imaging and look for new opportunities
 - Target certain physician groups

3. Differentiate your service from other imaging providers

1. Streamline communications with patients
 - Simplify the process of receiving imaging data from patients

Commonly Asked Questions Related to Image Sharing



What's on the Horizon for Image Sharing on the Cloud?



Interesting Trends

- Second opinion programs
- Patient control
- Hybrid models
- Health Information Exchange (HIEs)



Second Opinion Programs



Patient portals for image sharing make it easy to receive complex imaging data and reports for second opinions.

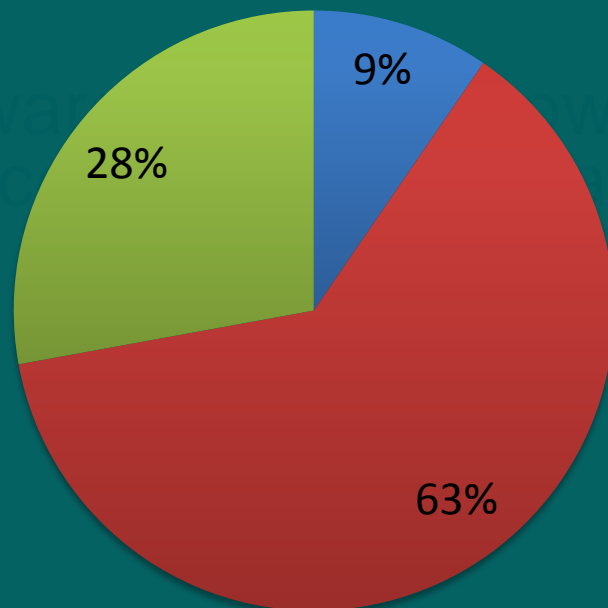
- Position your organization to receive new opportunities
 - Grow your geographic reach
 - Differentiate your services
 - Improve patient satisfaction

Patient Control



DICOM Grid and RadSite recently polled 220 patients on the topic of patient portals.

Do you have an interest in being able to access your medical images online?



- It doesn't really interest me.
- That would be nice to have, I guess.
- Where can I sign up?!

What are Patients Saying?



Using patient portal technology you can set patients up with personal health records (PHRs) for image sharing.

- “I have treated seriously ill loved ones and having the ability to move CT and MRI scans would be critical.”
- “I have not used an online patient portal, but that would be very beneficial. It was frustrating to have to do all x-rays over again.”
- “I have never used one, but would really be interested in it! It would make transitioning doctors much easier, especially since I will be moving a lot after I graduate!”

Health Information Exchanges



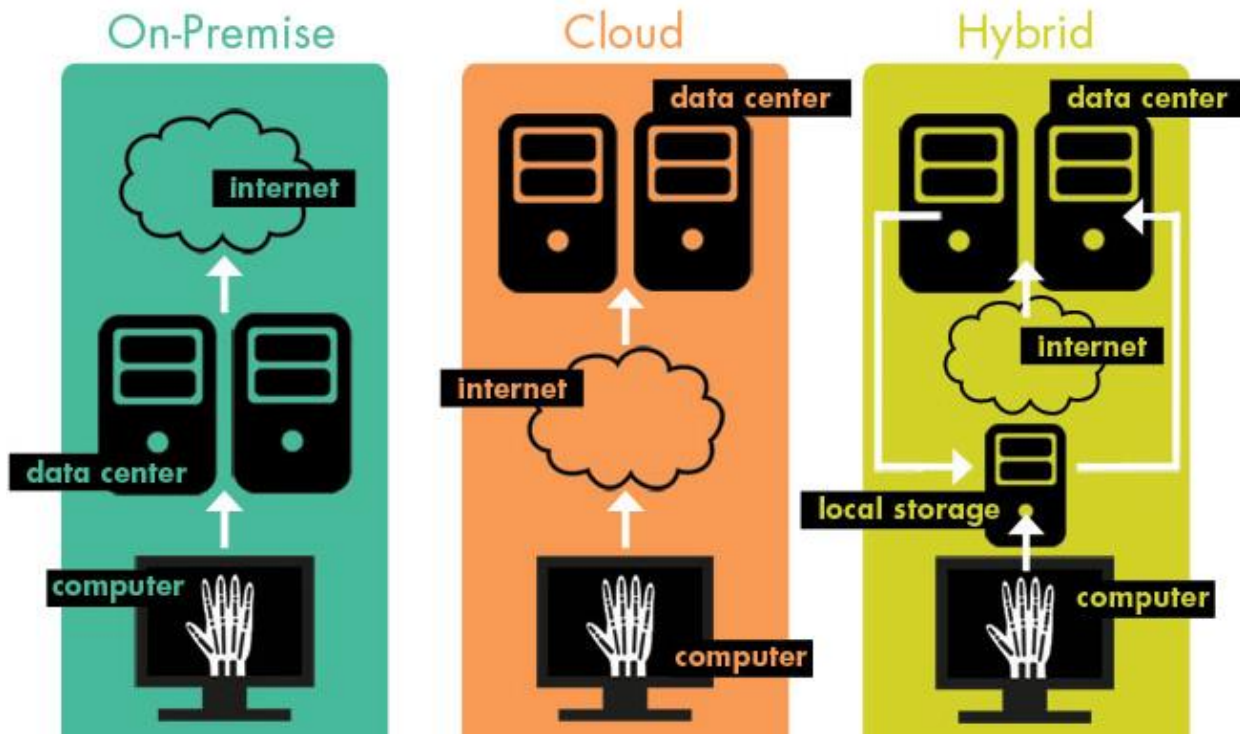
It is estimated that out of roughly 300 HIEs that exist today, less than 2% support medical images.

- Image enabling HIEs provides a wealth of untapped potential.
- Query and retrieve functionality – allows you to search the PACS of other participants.
- It's important to know that prior images exist, and then ultimately be able to access and act on the information.

Hybrid Models



Hybrid models combine on-premises image management with cloud deployment.



Why go hybrid?

Maintain some data on-site while gaining the flexibility and rapid iteration of the cloud

Ideal for large-scale image management looking to load-balance storage.

Accreditation and Image Sharing



- Accreditation requirements for Medicare and many private payors must be addressed by all imaging providers
- Image sharing can ease the burden of the accreditation process

Q & A



Next Steps



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