



MEDICAL CENTER HOSPITAL ADOPTS vRAD'S LIVE VIDEO DIAGNOSTICS SOLUTION FOR BREAST IMAGING



New Level of Teleradiology Collaboration and Communication: Improves Patient Care and Peace of Mind, Decreases Appointment Times

Background

Medical Center Hospital (MCH) is a 402-bed regional medical center that provides a broad range of advanced medical services to over 100,000 patients in Odessa, Texas and the surrounding 17 counties. It is a Level II trauma center and the only stroke program in the Permian Basin that received the Certificate of Distinction for Primary Stroke Centers from The Joint Commission. MCH is also designated a Breast Imaging Center of Excellence by the American College of Radiology. A vRad client since April 2010, MCH began telemammography services in 2015.

Challenge: Improve Breast Imaging Patients' Care, Peace of Mind and Satisfaction Levels

During its 65+ year history, MCH has been dedicated to the provision of high-quality care. "We always are looking for new ways to improve services that increase patient satisfaction," said Carol Evans, RT (R), Divisional Director of Radiology. "With breast imaging patients, there is a lot of inherent tension and anxiety, so we want to provide them solace and peace of mind as quickly as possible. When we offer a positive, meaningful care experience, MCH stays top of mind when it comes to future healthcare decisions. So when vRad approached us about this innovative live video diagnostics program, we saw the potential to increase our level of care."

The program also addressed the scheduling and patient throughput challenges faced when the on-site breast imaging specialist was unavailable, either due to planned time off or, more critically, unplanned absences such as illness. "If our local radiologist is suddenly unable to read diagnostic studies, we must shut down and reschedule, which can add to the frustration of patients and their families," said Becky Wiscombe, Supervisor of Women's Imaging at MCH. "Their physicians also must wait to learn if their patients have health issues or not. Time can be the enemy; the longer patients wait for results, the longer they carry this emotional turmoil; we want to do anything and everything we can to prevent that. With vRad, it is as if we have a full roster of breast imaging specialists on site and on demand, which provides greater flexibility when scheduling patients and allows us to offer a better patient experience as well as peace of mind."

"Speaking face-to-face with a radiologist is priceless. Since we have implemented the live video diagnostics program, we have, on average, decreased the duration of patient appointments from about 90 minutes to 30-45 minutes. The new program with vRad allows us to provide results almost immediately—we either release the patient or, if there is an issue, we send the results to their physician within hours, not days. This significantly improves the overall experience, care and satisfaction for MCH patients. The time savings also has allowed us to make more time available to schedule additional patients, which is a great benefit to the women of our community and our hospital."

Carol Evans, RT (R)
Divisional Director of Radiology
Medical Center Hospital
Odessa, Texas

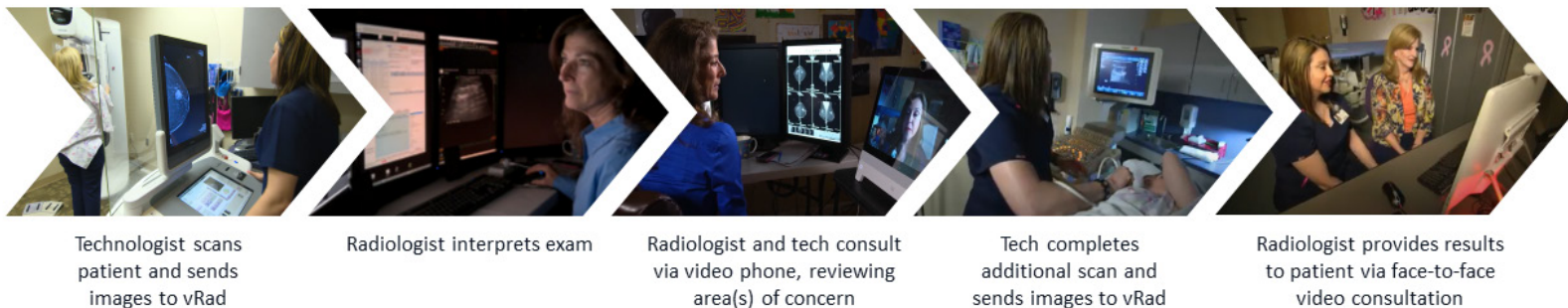
Opportunity: Live Video Diagnostics Program Delivers Same Day Breast Imaging Diagnostic Results

In May 2016, vRad and MCH began a pilot program to enhance MCH's existing mammography workflow. By implementing new technology to provide live video conferencing and diagnostics for breast imaging, vRad's solution allows for real-time:

- Video conferencing between vRad's fellowship-trained breast imaging specialists, technologists and patients.
- Sharing of complex mammography images.
- Annotating images to articulate and communicate problem areas or findings.

On designated workdays, vRad's radiologists are available at their video-enhanced workstations to consult in real-time directly with technologists. MCH found this approach significantly enhances communications and collaboration. "By bringing vRad radiologists in 'face-to-face' contact with our technologists, they can discuss specific images, plan detailed next steps and provide instant feedback on image quality or need for additional images while patients wait," said Ms. Wiscombe.

Live Video Diagnostics Process



Patient and Hospital Benefits: A Compassionate Experience, Shorter Appointments, Minimized Waiting for Results, Fewer Call-Backs, More Time to Schedule Additional Patients, Higher Level of Service to the Community

For MCH patients, vRad breast imaging radiologists can provide a personalized and compassionate experience by speaking directly with them about their diagnostic results via video conference and showing them findings on images in real-time, as if they were in the same room. "It is of enormous benefit for the patient to be able to speak directly with the doctor, have all of their questions answered, and have their results conveyed to them in a compassionate and timely manner," said Ms. Evans.

MCH's mammography technologists now can discuss cases and review images and radiologist annotations in real-time with vRad's breast imaging specialists. "Speaking face-to-face with a radiologist is priceless for our technologists," said Ms. Evans. "Since we implemented the live video diagnostics program, we have, on average, decreased the duration of patient appointments from about 90 minutes to 30-45 minutes. The live video diagnostics program allows us to provide results almost immediately—we either release the patient or, if there is an issue, we send the results to their physician within hours, not days. This significantly improves the overall experience, care and satisfaction of MCH patients. The time savings also has allowed us to make more time available to schedule additional patients, which is a great benefit to the women of our community and our hospital."

"With the live video diagnostics, the entire workflow is improved," said Ms. Wiscombe. "Our technologists already have strong communication and access with vRad's 24x7 Operations Center and now only need to press a button to talk with a radiologist when they have a question or want to discuss or collaborate on something. It is like we have a fellowship-trained radiologist in our office."

An example involved a technologist in Texas asking about a possible calcification on one image. The vRad fellowship-trained radiologist, located at her workstation in New York, agreed with the technologist and recommended a biopsy of that area. "Before this pilot, that calcification may not have been dealt with immediately, and we may have had to call that patient back for the biopsy at a later date," noted Ms. Evans. "We were able to avoid all of that in real time. This is a win-win-win: breast imaging patients have a better experience, our techs collaborate and communicate with vRad radiologists more quickly, and the efficient workflow and delivery of reports allow MCH physicians to get important information more quickly."

MCH has had a positive experience with the pilot. "At one point, Becky called to say that this live video diagnostics pilot was the best thing we have ever implemented, and our patients are already reaping benefits," said Ms. Evans. "As a radiology director, hearing that kind of feedback was music to my ears. It also speaks to the valuable partnership we have. We view vRad as part of our clinical-care team that supports us in providing services that allow us to respond to the needs of our patients."

"We're already seeing a reduced need to call patients back for additional imaging."

Becky Wiscombe
Supervisor of Women's Imaging
Medical Center Hospital
Odessa, Texas

vRad Snapshot

- Founded 2001
- 500+ U.S. board-certified and eligible radiologists, majority subspecialty trained
- 2,100+ facilities and radiology groups served across the U.S.
- 7.2 million+ studies interpreted, 2.8 billion+ images processed annually on our platform
- 10,000+ cases evaluated by AI daily to identify critical pathologies for escalation
- U.S.-based, 24/7 operations and technical support center
- 20 patents for workflows, data normalization, and computer assisted diagnostics
- Patented workflows deliver average TATs for stroke under 7 min., trauma

Find out how vRad's Breast Imaging Program can help support or expand your existing clinical resources. Contact vRad today at **800.737.0610 or go to **www.vrad.com**.**

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