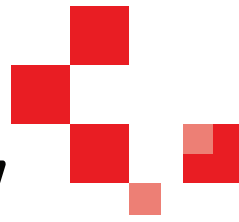


Swissray



case study

DIGITAL RADIOGRAPHY

DIGITAL RADIOGRAPHY SOLUTIONS INCLUDING *ddRAURA* U DRIVE NEW EFFICIENCIES WHILE INCREASING PATIENT THROUGHPUT



THE CHALLENGE:

Optimize Workflow with Advanced Digital Radiography Solutions

Medical professionals face significant challenges each day, including running clinical operations as efficiently as possible while still providing excellent patient care. Already a Swissray customer, The CORE Institute, with multiple locations across Arizona, Florida, Michigan and Nevada, needed to add digital radiography (DR) systems to its growing practice.

As a nationally recognized orthopedic and neurologic care leader, The CORE Institute wanted to ensure its new DR installation would include the most innovative features available to maximize workflow with even faster patient throughput and the highest quality imaging available. As a practice known for delivering the best possible outcome to every patient, it also wanted to ensure precise diagnoses, optimal care, and increased profitability.

THE SOLUTION:

Additional Flexibility, Advanced Applications, and Intuitive Features Enable Operation Efficiencies Across Entire Practice



The CORE Institute had 17 existing Swissray DR systems installed throughout their network of facilities. After an extensive search, an additional five *ddRAura U* systems were added.



I've never worked with Swissray or their equipment before joining The CORE Institute. We were looking to either replace our equipment or add new. I liked our current efficiencies and how fast we could get through the exams. It was something that was really pushing us to still look at their equipment moving forward. So when it came time, my decision was to continue with Swissray because of the image quality, ease of use, and overall reliability of their solutions.

The flexibility is the key. The technologists don't have as many shoulder and neck problems because they don't have their hands up over their heads moving a heavy machine back and forth. We set everything up on the computer, and our technologists use a remote to operate the machine. It's a great thing with the repetition of what we have to do every day.

Some of my rooms aren't as big, for example, our urgent care room, and we've had good luck with being able to install a solution with a smaller footprint.

Kerrie Short
Manager of Ancillary Services
The CORE Institute



With some facilities seeing between 300 and 400 patients a day and more than 80 percent of those patients needing X-rays, patient throughput and system reliability are critical. The flexibility offered with the *ddRAura* solutions, including the U-arm design on the *ddRAura U*, was the perfect solution for busy imaging centers like The CORE Institute, who demand the most from its digital radiography solutions.

A good design and an intuitive user interface are paramount when considering the investment being made. The *ddRAura U*-arm design, paired with an Automatic Positioning System (APS), a small handheld remote control, and an optional foot pedal for effortless positioning, are critical components for a busy orthopedic practice to optimize workflow. The automatic single-focus stitching option combines multiple images into one image quickly and easily for scoliosis and leg length studies. Additionally, improved flexibility enables precise positioning adjustments and increases the quality of care of all patients while ensuring the physical health of radiographic technologists.

RESULTS:

Quality Solutions, Reliability, and Superior Customer Care



As a practice, we are very happy with our decision to stay with Swissray and to add additional DR systems to our existing inventory. We can all agree that Swissray has helped us to improve the day-to-day operations of our entire staff, but most importantly for us, we are extremely pleased with the level of service and care they provide.

I would say the biggest takeaway for us is the training we have received from Swissray. Most DR support teams don't have the expertise our technologists have to address our technical needs. They come out and try to help, maybe they've been trained on their DR solutions, but they just don't have the experience in the field to truly understand our needs. Swissray is different. When they come out to train our radiologic technologists on their solutions, there's a clear understanding. You can say what you need in very technical industry terms, for example, we need 15 degrees here, or we need an angle to do this task, and they already know what we need. I think that was one of the biggest things that has really helped us.



Kerrie Short
Manager of Ancillary Services
The CORE Institute

When replacing digital radiography systems or adding new solutions to complement the current inventory, a dedicated support staff is important to address training and any additional needs or concerns that may develop throughout the process. When every minute counts, the support team at Swissray is committed to providing personalized and knowledgeable service remotely or on site as needed.

■ **WORKFLOW IMPROVEMENTS**

Increased productivity and workflow significantly impact many operational areas, but the ability to move a patient efficiently through an exam is critical. Utilizing Swissray's automatic positioning customization (APS), exam times were minimized. The flexibility of positioning has enabled The CORE Institute to move patients in and out more quickly, improving overall patient satisfaction and care.

■ LESS PHYSICAL IMPACT ON TECHNOLOGISTS

Those who maneuver the machines and position dozens of patients a day for imaging end up with general wear and tear on their bodies. The *ddRAura U* is designed for increased flexibility and effortless positioning, providing comfort for the technologists and the patients.

■ DOCTORS

For busy orthopedic practices, images need to quickly and accurately show the tiniest of details with clarity. For the doctors at The CORE Institute to ensure the highest level of patient care and provide necessary treatment, image quality is paramount. With Swissray's *ddRAura* solutions, doctors can enlarge certain areas, improve definition, and adjust the contrast to make an accurate diagnosis confidently.



■ RELATIONSHIPS MAKE A DIFFERENCE

As with every customer, The CORE Institute had a choice when it came to adding additional DR solutions to its practice. Good design and innovative solutions are a significant part of the conversation when it comes to making a large investment, but never minimize the impact a good relationship can create.

After working through the installation process, one thing stood out the most for The CORE Institute—the people.

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We've built a really good relationship with everyone that we've worked with at Swissray. The sales and applications teams have worked really hard to get us to the point where we are now. Service managers continue to check on us, they show up to just make sure we are doing okay, or to do a bit of routine maintenance. The communication with my technologists has always been great—it's just that comfort level that you know everything is going to be taken care of. I am one person, and with ten sites in just Arizona to manage, I couldn't ask for a better support team.

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Kerrie Short
Manager of Ancillary Services
The CORE Institute

ABOUT: The CORE Institute

The CORE Institute began in 2005 as a 3-physician practice with a mission to change the way orthopedic care was offered to their community. That new standard was driven by continually defining the standard of patient care through a commitment to excellence, innovation, and learning.

Since then, The CORE Institute has expanded to multiple locations in Arizona, Florida, Michigan and Nevada and strategic partnerships with healthcare groups that are equally committed to providing orthopedic, neurological, and physical therapy care to our patients. Our team of experts have developed and documented treatment plans that deliver superior patient outcomes, which are rigorously ensured by a dedicated Quality Department. Together, we are setting the benchmark in orthopedic care through evidence-based medicine and standardized protocols managed through a custom, proprietary IT infrastructure.

ABOUT: Swissray

Swissray is a leading provider of innovative diagnostic imaging solutions used by hundreds of radiography professionals and healthcare facilities. Swissray's complete digital radiography product line provides solutions that simplify radiographic procedures, ensuring the best image quality along with process improvements that can significantly streamline workflow. Swissray is headquartered in Southwest Florida.



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