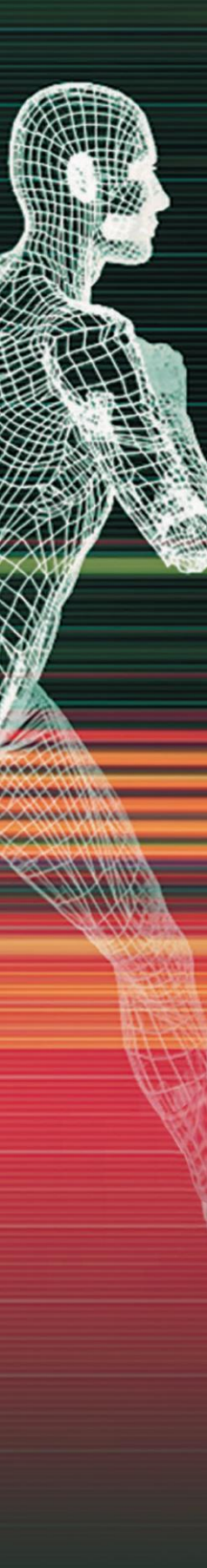


Women's Imaging Today: A Demanding Customer Service Business Requiring Seamless and Reliable Workflows



Baptist Health, a large multi-hospital health system that serves south central Alabama, fulfills the breast health needs of women from across this rapidly growing region. As a larger healthcare organization today, Baptist Health grew from the integration of multiple entities during which their women's imaging service expanded to perform more than 45,000 studies each year and encompass three outpatient centers. Today they provide advanced imaging using 3D Tomography, computer aided detection (CAD), and breast density software, in addition to screening and diagnostic mammography services typical of today's increasing complex women's imaging programs.

To support these efforts Baptist Health implemented a unified radiology PACS and central archive for all its imaging facilities, specialized 3D tomography workstations, and breast imaging reporting workflow software.

"Laurel Bridge Software enables us to meet our promise for same-day results and provide continuity of care between screening, diagnosis and treatment when needed."

Tina Hodge, BSRS, R.T.(R)(M)
Breast Health Clinical Operations Manager

"Women's imaging technologies have developed tremendously over the years," says Tina Hodge, BSRS, R.T.(R)(M), Breast Health Clinical Operations Mgr. at Baptist Breast. "Our goal is to integrate them into our existing workflow so we can provide our customers with the services they demand." These services include double reading of all diagnostic examinations and



same-day reports, as well as accommodating walk-in patients. Providing this high level of service requires the numerous clinical IT systems that support their imaging workflow to perform seamlessly and reliably.

While they now have a unified Medical Record Numbering (MRN) schema, this was not always the case. Historically, individual imaging centers each utilized a different PACS and unique patient identification scheme. When these groups consolidated under the Baptist Health umbrella, all legacy imaging studies were migrated to the new central PACS but patients' identification numbers were not adjusted to ensure that all studies for a given patient had the same MRN and could be accurately identified and managed.

This created challenges when it came to identifying, retrieving, and distributing all of a patient's available prior studies to the radiologist for comparison, regardless where they were acquired.

These challenges were amplified when supporting walk-in appointments, implementing their double reading service, and allowing for patients requiring follow-up diagnostic breast imaging to go to any of their various facilities.

Laurel Bridge's software applications were implemented to orchestrate the identification, ingestion, and retrieval of imaging data from across all Baptist Health women's imaging locations by normalizing historical MRN numbers and then ensuring all relevant studies are provided to the right radiologist when needed. This is true whether the patients are scheduled and their priors are fetched before their appointment, or they are walk-ins and their priors are retrieved on the fly while they are at the facility.

"Thanks to Laurel Bridge, we are able to meet our promise for same-day results and provide continuity of care between screening, diagnosis and treatment when needed," says Tina Hodge.

"Because screening mammography can be nerve-racking for many women, we do our best to provide a timely diagnosis everyone can rely upon."

Installation of Laurel Bridge's software applications also helped Baptist Health:

- Save about 8 hours a week in human resources by eliminating the need to manually fetch or move prior imaging studies.
- Minimize patient wait times for same day reads.
- Enhance radiologist clinical confidence by rapidly delivering all available prior studies.
- Create a central point of access for orchestrating, managing, and troubleshooting imaging workflow across all of its women's imaging facilities and affiliated clinical IT systems.
- Eliminate concerns about its clinical IT infrastructure being able to support evolving clinical workflow and customer service needs.

"Working with Laurel Bridge Software has helped us to not only meet but also exceed our women's imaging workflow needs and our customers' expectations," Tina Hodge says.

About Laurel Bridge Software

Laurel Bridge Software provides enterprise imaging workflow solutions that solve complex, mission-critical imaging workflows that often arise when multiple business entities and their disparate clinical imaging systems must be unified. Our solutions reliably ensure new and historical DICOM imaging studies, HL7 messages, and non-DICOM objects are available to the clinical staff, at the point-of-care.

Laurel Bridge's imaging workflow solutions are implemented at thousands of healthcare facilities, teleradiology service providers, and radiology group practices in more than 35 countries, directly and through integration partners.

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