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Wing Memorial Hospital: Upgrading Painlessly with INFINITT

Wing Memorial Hospital and Medical Centers became a member of UMass Memorial Health Care in 1999, but its history of caring for the citizens of the Quaboag Hills and Pioneer Valley, in Massachusetts, dates back to 1913. The hospital today provides a broad range of emergency, medical, surgical, and psychiatric services to residents of Palmer and the surrounding communities.



Wing Memorial implemented the Smart PACS system in 2002 and upgraded last year to the new generation INFINITT PACS through our EIMS (Electronic Imaging & Information Management Solution) program. EIMS combines a sophisticated pay-per-exam financial model with a comprehensive software upgrade, technical management, and life-of-product clinical applications training package.

The PACS at Wing Memorial supports imaging services at the hospital and provides image access to clinicians in five medical centers. Data from the previous archive was migrated to the new system almost transparently. A new RIS/PACS interface allows users to access the radiologist's report, which resides in a different vendor's RIS, from the PACS workstation. Susan Lavoie, Director of Medical Imaging, said upgrading to the INFINITT PACS was more cost-effective than any of the other options they considered, and emphasized that it was not just a financial decision. They were pleased with the service and support they had received in the past, and felt the on-site field service engineer added real value.

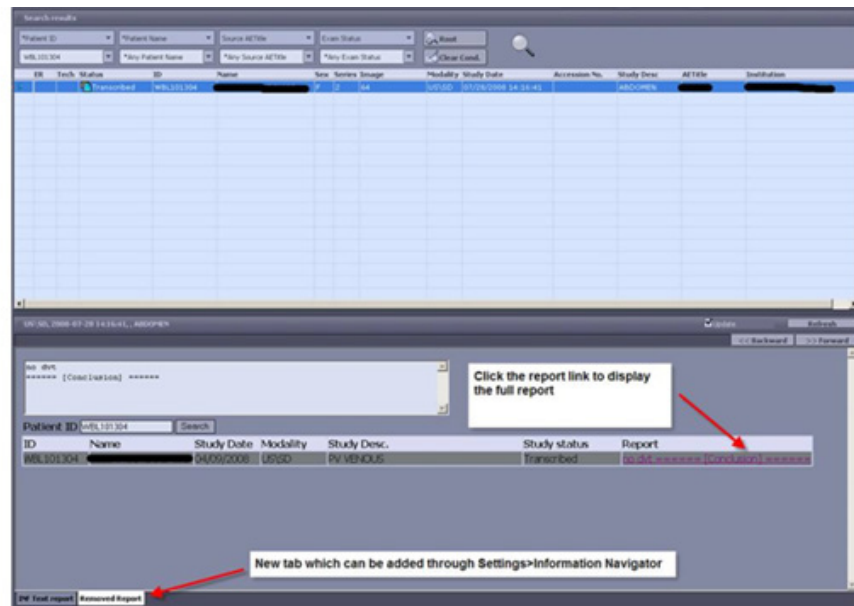
The radiologists find new features like ED Notes documentation very useful, the user interface very intuitive and - no surprise - they like the speed of the new system.

"Since we do not have a PACS administrator, having a representative from INFINITT on site once a week is a huge advantage," said Lavoie. "Our systems support rep takes care of system maintenance and back-ups and other behind the scenes tasks. He also checks in with the radiologist and myself to see if there is anything we need from him. Infinitt shows commitment to their customers by providing on-site support and customer service. Something you might not see with larger companies."

- Susan Lavoie
Director of Medical Imaging

INFINITT Adds New Feature for Teleradiology Users

In the past, images sent from the hospital to a radiologist were linked to prior reports, and you couldn't save the report without the image data. Now, thanks to INFINITT programmer Brian Yoon, a user who does not want or require image storage can save the report electronically and purge the images. This saves storage space and the costs associated with maintaining an image archive.



This may be especially helpful to on-call doctors who occasionally read from their homes and teleradiology services that provide after hours reading or subspecialty interpretation. With the increase in CT and MR imaging in the ED, and the increased volume of data in CT and MR exams, there's even more reason why the radiologist would want to purge the images but keep all prior reports. This feature also includes a new tab on the navigation bar indicating to the radiologist or clinician that the report, or multiple reports, are included in the patient's file.

The INFINITT PACS works well in the Teleradiology setting, because it is web-based and can easily transmit images via the Internet. The INFINITT PACS also gives the teleradiologist access to advanced post-processing software and analytical tools.

INFINITT Korea to Exhibit at ECR

The European Congress of Radiology (ECR) is the annual meeting of the European Society of Radiology (ESR). It is now the **largest radiological meeting in Europe**, attracting more than 18,000 participants from over 100 countries and boasting an impressive scientific and educational program. INFINITT Korea and some of our other global associates will be exhibiting.

Please contact INFINITT through the international web site if you will be attending, and would like to schedule a meeting or product demonstration, www.infinitt.com.



Diane Gouveia: Calm at the Eye of the Storm

Diane Gouveia, soon to be Diane Sappah, is INFINITT's **Sales and Marketing Coordinator**. Diane joined INFINITT in January 2007 as a sales assistant when INFINITT sold PACS and IT solutions through a network of dealers and resellers. Now, with nine direct sales representatives, and a lot more sales activity, Diane has become a genius at multi-tasking.

Diane has proven outstanding project management skills, rising to the challenges of the company's rapid growth. Over the past two years, she became more involved in marketing as well as sales-taking on new responsibilities, reporting to several senior staff, and working with an increasing number of coworkers. She acts as the point person for the company's trade shows, supporting the sales team and resellers, and managing printing and production of sales and marketing materials. Diane works closely with INFINITT's



long-time marketing consultant Dawn Lynn Michaels-Lego, assisting with the numerous details involved with executing marketing communications and tradeshow events. "Colleagues admire her, both those she leads and those who lead her," says Dawn.

Prior to joining INFINITT, Diane worked for Columbia Pictures in Manhattan, as a publicity and promotions executive assistant, and in other positions. She first developed her computer and organizational skills at Plaza College in Queens, NY, and Katherine Gibbs in Manhattan. As a working mom, she is even more efficient. Diane cheerfully does whatever it takes to get the job done-despite the sometimes frenetic activity and varying demands of her position.

When asked how she can do her job effectively and maintain such a calm demeanor, Diane says, "I like that there is something new to learn each day and that things are always changing. I also enjoy working with many different people."

Upcoming Trade Shows

· **March 28-31, 2009** - INFINITT North America will

be showing Xelis Cardiac and INFINITT Cardiology

PACS at the American College of Cardiology (ACC),

Booth # 1881, Orlando, FL

· **April 4-8, 2009** - INFINITT returns to Chicago, IL

for the Healthcare Information Management

Systems Society (HIMSS) Annual Meeting,

Booth #8038



· **May 3- 6, 2009** -INFINITT will be in Austin, TX for the American Association of Orthopaedic Executives (AAOE) Annual Conference, Booth #113.



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NORTH AMERICA

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