

[<Back](#) Print

INVOLVED

June 2008 | VOLUME 02 | ISSUE 05

In This Issue

Saints Medical Center

INFINITT Introduces Xelis

Mark Preble

Physician Rollout Program

Welcome to INFINITT

Sales Meeting



Saints Medical Center & INFINITT:

A True PACS Partnership

Saints Medical Center is a 163-bed short-term, acute care hospital located in Lowell, MA. Their diagnostic imaging department performs approximately 110,000 procedures per year. Seven years ago, the forward-thinking administrators at Saints decided to make the transition to 'filmless' operations in their radiology department, and INFINITT won the contract.

At that time INFINITT provided the StarPACS™ system including software, hardware, implementation and systems integration services, and applications & administrator training. But Saints did not purchase the system from INFINITT: they acquired it under our EIMS program, a comprehensive pay-per-procedure financing agreement. (EIMS is short for Electronic Image & Information Management Solution.)

Susan Kalil, Manager of Diagnostic Imaging at Saints, says the pay-per-procedure financial arrangement was a big factor in their ability to acquire PACS at that point in time. Where most community hospitals stayed with film because they didn't have the capital to invest in PACS, Saints was able to move into state-of-the-art electronic imaging technology, procedures and protocols comparable to the large teaching hospitals.

Five years later, when Saints' original contract with INFINITT was coming to an end, the radiologists at Saints took another

look at the PACS market and re-evaluated INFINITT in comparison with McKesson, GE Medical and other PACS vendors. Not surprisingly, the radiology group again selected INFINITT. Saints now has our third generation PACS, and has continued service under the EIMS pay-per-procedure financing agreement.

Under the EIMS agreement, all equipment is warranted and maintained by INFINITT, and even replaced at the end of its life cycle, providing a hedge against technology obsolescence.



INFINITT Introduces 'Xelis' Product Line:

Dedicated Software for Specialized Applications

Earlier this month, INFINITT announced the release of **Xelis-Colon**, the first in a new line of dedicated 3D-visualization solutions using volume rendering and other post-processing techniques for advanced viewing and diagnosis.

The name Xelis comes from 'xel' referring to 'image element', as in pixel (2D) and voxel (3D), and 'IS' for information systems. Xelis-Colon is designed to improve detection of colorectal polyps through correlation of 2D and 3D images and to shorten radiologist interpretation time by as much as 20-30%.



Xelis-Colon uses endoluminal fly-through techniques that allow the radiologist and gastroenterologist to view the entire surface of the inside of the colon in a single, unfolded or 'band' view. Xelis-Colon includes various review modes (2D and 3D), synchronized 2D-3D views, automatic segmentation, stool tagging and measurement tools, plus productivity enhancing workflow and reporting features.

Infinitt's introduction of Xelis-Colon is especially timely as the American Cancer Society recently announced its endorsement of Virtual Colonoscopy (the procedure is actually Computed Tomographic Colonography, or CTC) as a colon cancer screening tool. There are a growing number of organizations advocating reimbursement for CTC, which is a less invasive technique than optical colonoscopy.



Mark Preble:

Exemplary Performance and an
Unwavering Commitment to Customers

When you look at Infinitt's job description for a Technical Support Representative, you'd think they were talking about the skills and responsibilities of several people. It's not that often that you find strong technical skills combined with strong people skills and a genuine concern for patients and customers. And it's not that often that someone who puts in 10 – 18 hour days troubleshooting and solving technical problems has such a positive attitude towards his job and responsibilities.

But Mark Preble is not your average tech support guy.

Mark lives in Maine, and services INFINITT EIMS customers (Infinitt's all-inclusive Electronic Image and Information Management Solution) throughout New England. He oversees system and network performance, and does all of the preventative maintenance for INFINITT at Waldo County General Hospital (ME), Parkview Adventist Medical Center (ME), Anna Jaques (MA), Saints Medical Center (MA), Gifford Hospital (VT), Springfield Hospital (VT) and a number of imaging clinics. He also travels nationally to do installations.

Mark says he likes working for INFINITT because each client gets special attention. He faces challenges every day – a server that's not working properly, an end user unable to get a connection, or a printer that thinks it's its day off – and knows how much his customers depend on him. His track record shows it. When they come to the final months of their contract with INFINITT, they may consider other vendors, but in the end they all find their way back to him.



Infinitt's Physician Rollout Program

"INFINITT recognizes that there's more to a successful PACS installation than acceptance from the imaging services provider; buy-in from the customer's referral base can be just as important."

— Mike Higgins,
INFINITT Senior Product Support Manager

When training our customers, Infinitt recognizes the Referring Physician and his staff as an often overlooked, yet essential aspect of customer support. As an optional service, Infinitt will provide a Certified Applications Specialist to work with the imaging service's marketing people. Together they will visit referring physicians' offices to help set up users, and to train them to log in and navigate their way around the PACS viewer. This service has been received well by the referring physicians' staff and has had a favorable effect on referral volumes.

In the case of Rockland Diagnostic Imaging in Rockland, NY, Infinitt's Brenda Mann and Adam Winokur visited more than 50 referring-physician offices, setting up the viewer on various PC's throughout the office, training the staff how to log in with their unique user names, and how to access images and reports.

Mike Higgins says the referring physicians' needs vary. Some offices want a very simple, uncluttered interface, while others are interested in using the higher-end functionality. Some surgical specialists – ortho, neuro, podiatry, etc. – use the images for treatment planning, and some physicians have monitors in all their exam rooms so they can display images while consulting with patients. Many offices are completely paperless now, and the ability to copy and paste the reports and images into their EMR is critical.

Customizing the user interface is a simple process with Infinitt specialists onsite, and the imaging services' marketing staff gets to see what type of questions they might face when they work with referring physicians in the future.

"It's gratifying to see how the INFINITT PACS and this service combined can significantly and immediately increase the imaging center's revenue," said Higgins.

Welcome to INFINITT:
Two new employees join the company

Lisa Lannon
Help Desk Coordinator

Lisa Lannon came to INFINITT at the end of May, having worked as a customer service representative and project liaison at Cegedim Dendrite where she provided applications training, project management, help desk and implementation support to Pfizer's sales force. At Infinitt, she is the link between our clients and the Help Desk staff. It is Lisa's responsibility to ensure that customer service issues get routed to the person best suited to resolve the problem, to track issues, and to follow up with clients to ensure satisfactory resolution.

Pamela Eubank Bussert
Senior Account Representative

Pamela Eubank Bussert joined Infinitt as Senior Account Rep for Florida in early June, after an introduction to the company through Michelle Buxton, account rep out of the Carolinas. Pamela has worked in sales and management, most recently for Barnes Distribution and previously at W.W. Grainger as a Government Sales Manager and District Sales Manager. Pamela's position in Florida will involve working with prospects and customers across all our market segments.



INFINITT Sales Meeting:
 A Gathering of Colleagues & Friends

On June 17th through 19th, INFINITT held its national sales meeting in Clinton, New Jersey, and then came back to headquarters in Phillipsburg for some hands-on training. Executive VP of Sales, Bob Blake, said the main objective of the meeting was to familiarize the direct sales people and resellers with our new products and software developments.



In the last two months we have released a dedicated web-based Mammography viewer, expanded our web-based 3-D imaging package, and extended our INFINITT *Smart-NET* ASP and *SmartPACS* offerings for use in smaller practices.

"These meetings provide a forum for sharing ideas on how we can service the customer better."

— Bob Blake,

Infinitt Executive Vice President



Hillcrest Professional Plaza, 755 Memorial Parkway, Suite 304, Phillipsburg, NJ 08865
tel. 908.387.6960 fax. 908.387.6965 www.infinittna.com

www.infinittna.com

✉ **SafeUnsubscribe®**

This email was sent to dawn@advanceyourimage.com by dreed@infinittna.com.
Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



INFINITT North America | Hillcrest Professional Plaza | 755 Memorial Parkway | Phillipsburg | NJ | 08865