



# INVOLVED

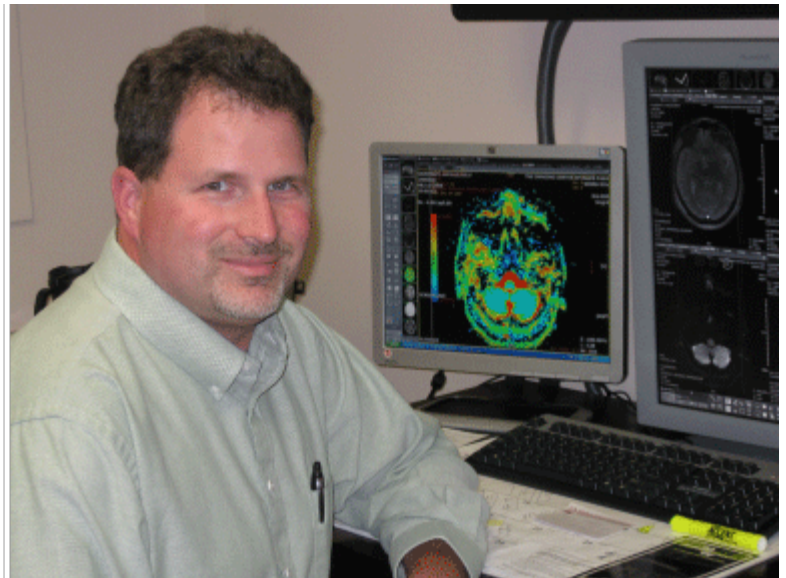
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## Bio-Magnetic/MRA Imaging Centers: Strong Proponents of INFINITT Web-based PACS

As Bio-Magnetic MRI/MRA Imaging Centers celebrate their 20th year in business, they also celebrate a better way of doing business. Bio-Magnetic has five locations, four of them in the Detroit metropolitan area, and a fifth in Toledo, Ohio. They implemented their first PACS in October of 2004, but it wasn't until last year that they went to a true web-based architecture with the INFINITT PACS. That's when they saw really dramatic improvements in workflow and productivity.



Scott Tuller, IT Director, Bio-Magnetic MRI/MRA Imaging Centers

According to Scott Tuller, IT Director for the imaging centers, the legacy PACS they implemented in 2004, with its client/server architecture, was much more time consuming and expensive to implement, maintain, integrate and upgrade than the INFINITT PACS. The system crashed often and kept their radiologists tied to the facility.

In July of 2007, Bio-Magnetic agreed to take the INFINITT PACS on a 3-month trial. Two of the radiologists became comfortable with the system immediately, and didn't want to give it up. More than a year later, they still have the original archive in production, although they have greatly expanded it with the addition of a SAN (storage area network). One of the greatest benefits they've experienced is more efficient processing of STATs (emergent studies); with the radiologists' ability to access patients' images from their homes or anywhere else with Internet access, the imaging centers rarely experience a delay in diagnosis.

In addition, Bio-Magnetic has been able to improve service to referring physicians. They feel they are more competitive now, because they have cutting-edge technology and can attract 'the best and the

brightest' radiologists to read for them. The radiologists also interact more with the referring physicians, consulting with them by phone while both view the images from their respective locations. Neuro and Orthopaedic imaging make up a large portion of Bio-Magnetic's business and these specialty physicians appreciate the ability to view abnormal images right on their reports.

Now that he's spending less time keeping the PACS running, Scott Tuller finds himself spending more of his time training users, which has increased physician adoption and the comfort level of their staffs.

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## INFINITT PACS Data Migration Solution Earns MVP Recognition

Pradeep Albert, M.D., D.A.B.R., of Medical Arts Radiology, a prestigious multi-site radiology practice on Long Island, NY, nominated the INFINITT PACS for the 2009 rt Image MVP (Most Valuable Product) Award earlier this month.

Medical Arts Radiology had two PACS vendors prior to implementing INFINITT's web-based PACS in 2008. They contracted with INFINITT because they liked the PACS viewer for its speed and simplicity, and they liked that it was a web-based system, allowing physicians to access their patients' images.

But they had accumulated eight years' worth of imaging studies from the previous systems, archived on tape, MODs and DVDs. Accessing the old image data became a hindrance, frustrating radiologists and preventing efficient workflow. If a patient had prior studies stored in PACS from different vendors, the radiologist would have to use separate vendor-specific workstations to view the images.



**Robert Rosselli**  
INFINITT Project Manager/Product Support Representative



INFINITT solved a complex data migration issue, streamlining image access by consolidating many years' worth of studies into one archive. Radiologists no longer contend with multiple log-ins on separate systems. A single log-in to the INFINITT PACS provides universal access to current studies and priors, no matter what system acquired them initially.

Data migration is a major issue when upgrading from a legacy PACS, and also for relocation of data centers or mergers/acquisitions. INFINITT's data migration engine is a cost effective means of migrating and consolidating images and information from multiple storage devices and media, while eliminating obstacles to efficient data flow.

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## INFINITT Expands Customer Base in Michigan

When the Michigan Institute for Neurological Disorders (MIND) started working with INFINITT, the company was in its infancy. As the INFINITT PACS has evolved, many of their development requests have become standard features.

MRI Diagnostic Centers of Michigan, with locations in Flint and Grand Blanc, was an early user of the INFINITT RIS. Jody Peterman, Technical Supervisor, says INFINITT has added numerous features and capabilities to satisfy their needs. One example is what Cathy Krueger, Office Manager, calls a 'superbill' - a custom report from the RIS that captures all the data needed to bill for the study on one screen. Their scheduling module is color-coded for the different hospitals (referral sources) and certain types of procedures that require special handling.



Cindy Kischnick, MRI Diagnostic Centers of Michigan

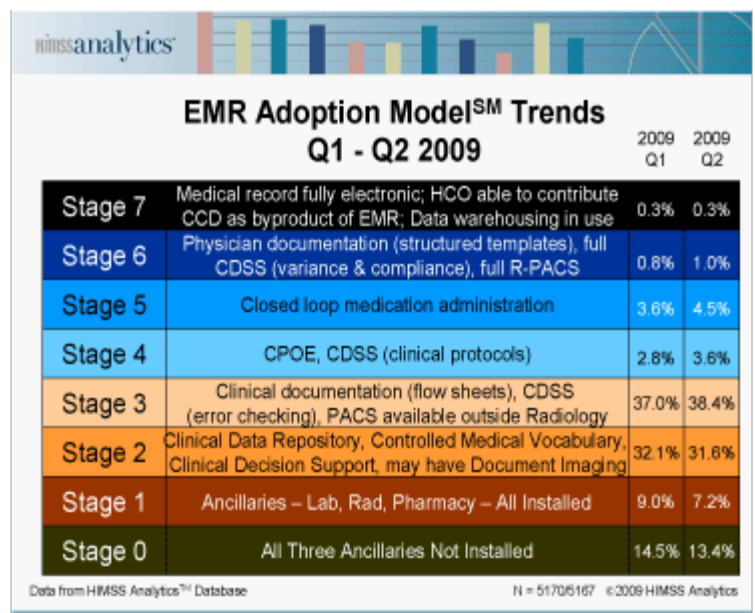
Michigan customers appreciate the fact that Robert Rosselli, INFINITT Project Manager/Product Support Representative, is there to take care of them, and that INFINITT developers are both knowledgeable and accessible.

Dr. Ashok Jain, a prominent radiologist who reads at several hospitals and imaging centers in the Detroit area, says the real differentiator in PACS today isn't in features or functionality, it's in the support you get from the company. That's why he stays with INFINITT and has encouraged colleagues to consider our solutions, contributing significantly to the growth of INFINITT's customer base. INFINITT now has its single database RIS/PACS and additional modules in more than 20 sites across the state of Michigan.

## Where Do Medical Images Fit in the EMR adoption Process?

With all the talk about ARRA 2009 designating close to \$20 billion to stimulate EMR adoption, relatively little has been said about the role medical images and PACS play in electronic medical records. To date, there are no stimulus dollars earmarked for the implementation of RIS or PACS, nor are there plans to include RIS or PACS in the IT certification program. Can national goals for reducing healthcare costs and improving quality of care and efficiency be achieved without them?

HIMSS Analytics, a non-profit subsidiary of the Healthcare Information and Management Systems Society (HIMSS), developed the EMR Adoption Model (EMRAM) as a tool for evaluating the impact of ARRA funding on



The HIMSS Analytics™ EMR Adoption Model

EMR adoption. The EMR Adoption Model shows Radiology Information Systems as a requirement for Stage 1 adoption, PACS capability for Stage 3 adoption, and full PACS (enterprise distribution of images) as a requirement for Stage 6 adoption. At the highest levels of adoption, all healthcare delivery processes are supported with electronic documentation.

If the government's definition of 'meaningful use' follows the same logic, then not employing these technologies would make a hospital ineligible for ARRA funding.

Although EMRAM was designed to evaluate EMR adoption in the hospital setting, imaging centers and physicians who want to share information with hospitals should be able to display, send, receive and store images and radiology reports digitally.

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## Trade Show Update: INFINITT Exhibits at AHRA, OMA and AAOMR Coming in October

More than 200 vendors exhibited at the AHRA's 37th Annual Meeting and Exposition, August 9-13, 2009, at the Mandalay Bay Convention Center in Las Vegas, Nevada. INFINITT North America's Senior Executive Vice President, Bob Blake, and Project Manager/Product Support Representative Adam Winokur were there to demonstrate INFINITT's latest single database RIS/PACS with Advanced Visualization, Digital Mammography and Cardiology and Vascular Imaging modules.



(L to R) Bob Blake, Carl Guerra, Rick Flannery  
and Adam Winokur

According to Bob Blake, several of the vendors on the exhibit floor were promoting their systems as "the true integrated RIS/PACS". The beauty of the INFINITT system is that it is a true single-database RIS/PACS with clinical tools for multiple specialties, **requiring no interfaces or integration**.

On September 16-18th, INFINITT exhibited at the Bones of PA meeting in the Poconos. We will be at the Orthopedic Manager's Association (OMA) meeting in Mt. Pleasant, Michigan, October 14-16, 2009, and the American Academy of Oral and Maxillofacial Radiology (AAOMR) in Louisville, Kentucky, October 21-24, 2009. INFINITT will be featuring the INFINITT Dental PACS and Xelis Dental 3D at the AAOMR.



Click on the button below or call 877-387-6960 if you would like to arrange a meeting or product demonstration with INFINITT. Anyone viewing a product demo will be automatically entered to win an Apple Nano iPod.

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