

Lakes Radiology - Miami Lakes, Florida

Realizes a Ten-fold Increase in Business with IT Support from INFINITT

When Samuel (Sam) Arraiga became a radiologic technologist in 2003, he already had a vision of owning his own imaging business. He worked as an RT for 2 years at Palmetto General Hospital, a 360-bed acute care hospital in Hialeah, Florida. Then opened Lakes Radiology, a 1000 square foot imaging center performing CT, X-ray, and Mammography exams. Initially, they were doing about 30 exams per day and Sam, as CEO, was doing all his own brochures and marketing.

When they started, they were using an EMED EMR/Practice Management System and a Medstar PACS. EMed was primarily a billing company, that offered their PM software free to billing customers. The two systems didn't integrate well, and Sam was hoping for something better when he went to the RSNA in Chicago, IL, in 2008. At the RSNA that year, he met David Smarro, CEO of INFINITT North America, and there began a long-term relationship that has worked to the benefit of both companies.



INFINITT offered a single-platform RIS and PACS which provided huge advantages, particularly in the ambulatory imaging environment. While many hospitals were rolling out full-blown EMR systems integrated with the PACS, EMRs would have been overkill –and way too expensive--for independent imaging centers. They still needed a Radiology Information



System (RIS) to handle the operational side of the equation-- tasks like scheduling patients, resource management, results distribution, and procedure billing. And having it on the same database with the INFINITT PACS eliminated a lot of integration and reliability issues. Within months of meeting Dave, Lakes purchased an on-premises RIS/PACS with the servers and infrastructure installed and maintained at their facility in Miami Lakes, Florida.

The business continued to grow and Lakes opened a second imaging center. Then in 2019, Lakes migrated all their data to the INFINITT cloud, deploying our hosted RIS/PACS solution. Having INFINITT manage the hardware and infrastructure took a big weight off Sam's shoulders.

Lakes also uses INFINITT Mammo PACS, and over the years they have added new modules and capabilities. They use INFINITT Results reporting software, INFINITT Business Analytics, and the Patient Reminders module that helps reduce no-shows and improves patient

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retention. They also use ULite zero-footprint viewer that makes it easy for referring physicians to access images and reports from any mobile device, browser, or operating system.

INFINITT products have brought new efficiencies and automated workflows that have improved radiologists' and staff productivity. Meanwhile state-of-the-art equipment like the Siemens Magnetom MR and 3D Mammography Tomosynthesis unit have helped to increase patient throughput. With these improvements, they've gone from 200 patients a day to 320 patients a day. Now, on the brink of opening a new building, Sam feels confident they will make 400 per day in their new facility.

Sam says INFINITT has been a huge part of their success.

"I am where I am because of INFINITT!"

Sam has visited the INFINITT office in New Jersey and participated in User Group Meetings, like the one we did in Las Vegas, NV, in 2013. He knows many of our employees on a first name basis--from CEO, to project managers, applications specialists, tech support people, developers, help desk, accounting, sales and marketing managers.



I speak for all of us at INFINITT when I say we heartily congratulate Sam as Lakes Radiology moves into their beautiful new 15,000 square foot building in Miami Lakes, Florida, marking the start of a new era for Lakes Radiology.

Sam says INFINITT has been a huge part of their success. "I am where I am because of INFINITT."

In turn, Dave Smarro says seeing our partners succeed and thrive is one of the greatest rewards of his role as CEO of INFINITT.

"Our customers' success is the best measure of our own success."