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### *A Partnership Dedicated to Better Patient Care*

Full Field Digital Mammography (FFDM) has been called the last digital frontier. For many facilities, it is the remaining modality to migrate to a digital platform. While the reasons vary, cost is often the cited reason for delaying implementation of FFDM.

In Massachusetts, mammography is not considered a great “revenue-generating” modality with typically low reimbursement levels. However, since the results of the ACRIN-DMIST study were released in the fall of 2005, many sites that had postponed implementation of FFDM began to put acquisition plans in motion.

ACRIN-DMIST found that digital mammography was significantly better at screening three groups of women: those under age 50; any age with very dense or extremely dense breasts; and, pre- or peri-menopausal women of any age.

At Neary Hunter OB/GYN in Worcester, MA, when patients began inquiring about FFDM after hearing about the study, Todd W. Hunter, MD and Brenda A. Neary, MD, asked their business manager, Paul Rieth, to find a way that the small practice could make FFDM happen. Over the course of four to five months in early 2007, Rieth examined different vendors, information technology/PACS and storage/archive solutions to uncover a cost-effective solution that would bring the first FFDM unit to the local area.

Beyond the initial cost of FFDM, Rieth soon realized that an electronic infrastructure, including workstations, networking and most importantly, a storage solution, could quickly raise the expense of FFDM beyond the reach of Neary Hunter OB/GYN. Rieth looked at storage service providers as well as purchasing his own equipment or PACS. It was during this search that Rieth discovered InSite One, the leading storage service provider for medical imaging.

Initially, Rieth found the pay-per-study approach a financially feasible solution that would keep overall costs down. He decided to go with InSite One primarily for the cost containing benefits; however, by the end of the implementation process, Rieth received much more from this vendor than he ever expected.

“I originally selected InSite One because I liked the pay per study approach – I pay for what I use. They provided the hardware and system management,” Rieth said. While InSite One wasn’t the only storage service provider Rieth examined, he chose the company because of its people. “What I liked most about InSite One was its people and their ability to think very ‘outside of the box’ in terms of providing my facility with a custom solution that met my demands, my needs.

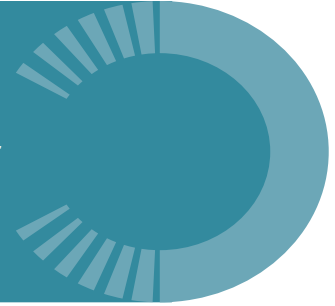
The staff at InSite One was so willing to work with Neary Hunter to create the exact solution required, Rieth often felt like he had his own IS department working day and night to meet his goals and the facility’s needs.

In fact, the partnership between InSite One and Neary Hunter soon hinged on the creation of a new product – ExamReady Pre-Fetch. The existing ExamReady solution didn’t fully meet the needs of this unique practice. Mammography exams are conducted at Neary Hunter, and then routed to a radiology practice, Marlborough Radiology Associates, for reading and reporting.

Rieth wanted ExamReady to work with a worklist so that it could pre fetch prior mammography exams for each patient and have those exams ready at the technologists’ workstation when the patient arrived. InSite One created pre-fetch rules based upon the scheduling list for the day, which is submitted to the InSite One server. ExamReady Pre-Fetch automatically retrieves two years of prior exams – images and data – and routes it to the correct technologist’s desktop. A similar process occurs at the end of each day – ExamReady pre-fetch pulls each patient exam, including relevant priors, and then routes those studies to the off-site radiology group.

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“Because of the size of mammography images, ExamReady pre-fetch, is a huge time saver for both the technologist and the radiologist.” Rieth also stated he estimates going digital will save the techs at his facility about 30 percent of their time, which can then be used to provide better patient care. “InSite One has saved my staff time and the facility money by providing the best solution for a small facility,” Rieth added.

#### **InSite One Exceeds Every Expectation**

Nearby Hunter OB/GYN received an efficient and cost-effective infrastructure for FFDM because of the commitment by InSite One. InSite One customized a solution that met Rieth’s specific needs and worked with other vendors to integrate a complete, workable solution that helps the staff provide better, more personalized patient care. “I don’t think any other system or vendor would have done what ExamReady pre-fetch and InSite One have accomplished for our office,” Rieth said.

The simplicity and ease of use of the InSite One system impressed Rieth like no other system at Nearby Hunter. “InSite One has provided a seamless archive solution that has worked out great. It is so easy to install and use, almost like plug-n-play,” he explained.

In fact, Rieth volunteered to install the workstations and proxy himself with InSite One available to assist at a moments notice.

Yet, it is the proactive monitoring approach by InSite One that Rieth values the most each day. “I have peace of mind knowing InSite One is ‘watching the store.’ They provide complete management of the system and even call me if my systems are not performing as they should.”

With incredible attention to detail, InSite One has exceeded every expectation and accommodated each request. Lower costs, less time and peace of mind – for Rieth and Nearby Hunter OB/GYN, that is priceless.