

“Since we had the network infrastructure in place, the movement to a digital storage solution was turn-key with the assistance of InSite One,” stated Don Fulk, Director of IS



InSite One Provides Imaging Group with Lower Total Cost of Ownership for Disaster Recovery and Business Continuance

Long before Tampa, Florida became a booming metropolis, a group of enterprising clinicians formed Radiology Associates of Tampa in 1970. When the diagnostic imaging revolution began in the early 1980s, this group already had a respected foothold in the community. With the growth of outpatient imaging, the group opened Tower Diagnostic, a physician-owned and operated imaging center.

Today, Tower is Tampa's most trusted name in outpatient imaging with ten sites providing leading-edge imaging services including: MRI, multi-slice CT, PET/CT, digital X-ray, digital mammography with CAD, ultrasound, nuclear medicine and DEXA bone density. Tower performs over 200,000 imaging exams each year.

Concurrent with the acquisition of advanced imaging modalities was the implementation of a digital infrastructure. According to Don Fulk, director of IS, the decision was catapulted forward with the planned acquisition of a 16-slice CT scanner. “The cost of film helped us make that decision,” Fulk said.

In 2002, Tower implemented a Merge PACS and Amicas RIS (VitalWorks at the time of installation). Yet, Fulk soon realized that without fully-integrated RIS/PACS, many manual processes could not be eliminated. He did, however, recognize the benefit of a single storage solution and was intrigued by the capabilities of the ASP and SSP archiving models.

“We needed an efficient and effective way to share high-quality, high-resolution images to satisfy the needs of the different specialists within our group,” Fulk explained. Images are routinely sent from one center to another, and Fulk discovered that a comprehensive, single digital storage solution would enable the distribution of images to wherever the physician was located.

Fulk quickly discovered that only one company – InSite One – provided the specialized, full-service SSP model that his organization required. Plus, the company was highly recommended by one of his peers.

Lower Total Cost of Ownership

After implementation of Tower's wide area network (WAN), Fulk was ready to move forward with InSite One. “Since we had the network infrastructure in place, the movement a digital storage solution was turn-key with the assistance of InSite One,” he said. “We just turned everything on and were able to send images across the network immediately.”

“With the ASP/SSP model, there are no up front costs – we could pay per study. I found it hard to justify the cost of the equipment and an additional staff member to manage the storage solution when I could utilize more cost-effective model,” Fulk added.

..... [more](#)

“Our image as the leading imaging group in Tampa has only been furthered with the InSite One solution,” Fulk said. “The ability to add all these leading technologies continues to enhance our mission of providing the high-quality services and cost-effective care in the area. We’ve done so without any glitch in our storage.”



InSite One Provides Imaging Group with Lower Total Cost of Ownership for Disaster Recovery and Business Continuance

With InDex OnLine, Tower has not only saved in up front costs, but Fulk noted the organization can add new, advanced modalities without “stressing out the archive. We have no new hardware costs each time we add a modality. InSite One just increases our capacity.” This has become a more important business advantage in the years since going digital, as Tower added digital mammography with CAD in August 2005, digital X-ray in February 2006 and most recently in June 2006, a PET/CT scanner.

Tower not only assumed a lower cost of storage implementation, but also gained a complete support/maintenance model along with full disaster recovery (DR) services. With InDex Online, clinicians have easy access to images, including priors. Referring physicians also receive the best quality service with timely reports and patient images on CD.

Most important for Fulk is the overall costs saving in his department, coupled with the fact the InDex solution operates so well, it does not require a lot of his time and attention. “I haven’t hired another FTE to handle the InDex solution. Plus it has freed up my time so I can focus on managing other processes and IT issues within the organization.” By working with InSite One, Fulk has also learned a lot about DICOM while also realizing the benefits of sharing images throughout an enterprise.

Full Disaster Recovery and Business Continuance

With InDex Recovery, Tower has a comprehensive DR plan. One central system feeds images to two different data centers – one is located in Connecticut and the other in Arizona. “In Florida, we have a lot of natural disaster issues, so the ability of InDex OnLine to provide complete DR has given me peace-of-mind,” Fulk said.

InSite One’s solution also enables full business continuance in the event Tower encounters a natural or business disaster. Continuous real-time protection of mission-critical data is assured for a low cost, monthly fee. At any time, Fulk knows that his organization’s patient data is safe and secure in a HIPAA-compliant manner.

“Our image as the leading imaging group in Tampa has only been furthered with the InSite One solution,” Fulk said. “The ability to add all these leading technologies continues to enhance our mission of providing the high-quality services and cost-effective care in the area. We’ve done so without any glitch in our storage.”