

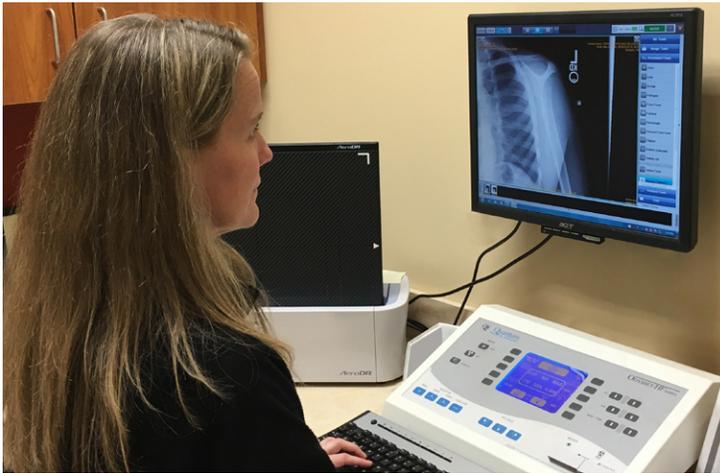


KONICA MINOLTA

PRIMARY IMAGING SOLUTIONS

Business Case Study

Sports Medicine Clinic Builds High Performing Practice With Konica Minolta Primary Imaging Solutions



OVERVIEW

PRACTICE

Edina Sports and Wellness

SIZE

Five doctors, three physician assistants

GOAL

Enhance clinical and business performance

SOLUTION

ImagePilot Aero wireless digital radiography platform
SONIMAGE HS1 ultrasound system

RESULTS

Expanded capabilities and revenue
Significantly improved turnaround time
Faster, more accurate diagnoses

A series of high-end ultrasound, Digital Radiography (DR), workstation and cloud backup Primary Imaging Solutions are significantly enhancing image quality while strengthening the business side of Edina Sports Health & Wellness (Edina, MN). Konica Minolta's SONIMAGE HS1, AeroDR, ImagePilot and Informity were installed in 2014 and 2015, and since then a wide range of benefits have been felt by patients and staff.

When Edina Sports Health & Wellness was first established, two commitments quickly evolved. The center resolved to always use its resources responsibly, and it pledged to provide customers with the best Primary Imaging Solutions available.

Those commitments came into sharp focus when Edina Sports Health & Wellness began implementing Konica Minolta Primary Imaging Solutions. What seemed like a major challenge actually turned out to be smart business practice.

Return on Investment

"We're a small practice, and any time we invest in new technology it's important to get flexibility, ease of use, good results and, eventually, a return on our investment," said Chris Murgic, administrator. "With Konica Minolta we got all of that."

Established in 2002, Edina Sports Health & Wellness has five physicians and three physician assistants, each committed to providing high-quality patient care in a friendly environment. Each year the center completes an estimated 2,500 radiographic exams; services run the gamut and include acute injury treatment, joint injections, and chronic disease management.

Recently added to its imaging armament was ultrasound, which Edina Sports Health & Wellness initiated to provide patients with a more comprehensive and convenient service. The benefit to Edina Sports Health & Wellness has been the capture of revenue that was being lost when the company referred its ultrasound patients to other centers, often for image-guided injections involving large patients or those with unusual anatomy.

"Konica Minolta's ultrasound system allowed us to perform those large-joint injections that we couldn't do previously, and to capture some of those revenues," said Murgic. "It's been nice to capitalize on some of the care that we as referrers are responsible for but that we've had to send elsewhere. As a result, we've increased our revenue without increasing our total cost of care."

Integrated Operability

Konica Minolta's SONIMAGE HS1 enabled the practice to establish a procedure-based ultrasound solution for the first time, providing patients with image-guided shoulder, knee and hip injections.

"We knew that Konica Minolta's ultrasound system and DR plate would work well together," Murgic said. "We can save the pictures on our ImagePilot for easy retrieval later, and we've been absolutely thrilled with the quality and performance of the products. With DR, our image turnaround time has significantly improved, and the radiation dose that patients receive has dropped compared with CR efficiency."

One future integration involves interaction with Edina Sports Health & Wellness' electronic medical records, enabling non-DICOM images to be opened from within the EMR. That capability will permit physicians and patients alike to view images quickly and easily, creating a layer of service and integration that patients especially will appreciate.

Additionally, as Edina Sports Health & Wellness has implemented Konica Minolta's SONIMAGE HS1, AeroDR and ImagePilot, the powerful Informity has remained in the background. However, as the practice's sights shift from installation of the imaging technology to backup, it hopes to integrate the cloud-based product, which connects seamlessly to the Konica Minolta SONIMAGE HS1, during the coming year. Once that occurs, the center will have a maximally integrated imaging capability from start to finish.

Optimal Image Quality

"Using Konica Minolta's AeroDR, the hospital acquires our DR images almost immediately," Murgic said. "As a result, we manage to get to the correct clinical answer faster in most situations. Image quality has been over the top."



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Chris Murgic, Practice Administrator

He added, "We believe the services we now offer are equal to those at the hospital, but with a much smaller footprint." According to Murgic, Edina Sports Health & Wellness originally learned about the new technology from a trusted Konica Minolta sales representative. Early on, Konica Minolta's AeroDR and SONIMAGE HS1 were compared head to head with leading systems, site visits were initiated, and image quality was clearly demonstrated as better than what competing systems could provide—at a lower cost. "I really believe we got the best DR panel at the best cost," he said.

Cost Containment/ROI

One side benefit: panel sensitivity is so acute that Edina Sports Health & Wellness finds itself ordering fewer MRI exams. In an era of sharply rising healthcare costs and lower Medicare reimbursement, the option of foregoing MRI in favor of DR is vitally important to enhancing efficiency.

Konica Minolta's SONIMAGE HS1 specifically underwent rigorous comparisons and was evaluated against systems manufactured by major vendors. In comparison, the product demonstrated comparable image quality at a lower cost. There is no downside to either Konica Minolta's SONIMAGE HS1 or AeroDR, and both products continue to exceed expectations.

Patients register for their exams with Konica Minolta's SONIMAGE HS1 before data is shifted to ImagePilot, where injections are documented and billing backed up. "One of our doctors has been using Konica Minolta's SONIMAGE HS1 in a university setting to teach residents."

Tying the package together is Konica Minolta's ImagePilot, which offers a reliable storage capability for new and old images. For Murgic, just knowing that images are safe and quickly available is comforting.

"Konica Minolta's AeroDR tools, specifically our capability to manipulate images, have been better than we anticipated going in," Murgic added. "There have been instances when our doctors have said, 'Hey, look at this—this is really cool.' The DR plate is so sensitive that there have been times when we've seen, say, a toe fracture that we might not have visualized using other technology."

"Our doctors have been surprised at how good the image quality is for Konica Minolta's SONIMAGE HS1, and I've already recommended AeroDR and ImagePilot to several people. The images we're getting with Konica Minolta are outstanding, they have absolutely enhanced both our clinical practice and the business side, and I couldn't be happier."



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