

Our Client:



Adventist HealthCare Shady Grove Radiology is part of the Adventist HealthCare and their clinical staff is part of the Adventist Medical Group, an Affiliate of The GW Medical Faculty Associates (MFA). For more than 30 years, Shady Grove Radiology has offered superior diagnostic imaging services with a team of radiologists, technologists and support staff that provides compassionate care and fast, expert interpretations, giving physicians and patients the answers they need to successfully manage their healthcare.

Shady Grove board-certified radiologists offer expertise in all areas of diagnostic imaging, using state-of-the-art equipment and the latest techniques. All of their facilities are accredited by the American College of Radiology (ACR) in all modalities, including MRI, CT, mammography, nuclear imaging and ultrasound.

Shady Grove Radiology has eight referral centers conveniently located throughout Montgomery County Maryland. Their central scheduling department and online appointment requests make it easy for patients to request an appointment no matter which location works best for them. They are proud of their reputation for performing tests right on schedule, so there's very little waiting.

The Challenge:

Adventist Shady Grove Radiology serves over 2,600 non-affiliated providers. Their challenge was how to satisfy clients and sustain this growth rate, while retaining the clients they were presently serving in a very competitive market area. Their other challenge was that they have a very small IT staff (1 and ½ FTEs) and did not have the resources to manage cumbersome connectivity solutions. They have a state of the art PACS and RIS System and also have access to an HIE, but building one-off connectivity solutions was not an affordable option. They needed a solution that would help them improve their service levels to all referring physicians, both high and low volume sites. They also needed a competitive advantage that would allow them to directly connect providers to their imaging centers in a very cost-efficient manner that was easy to use and implement, without cumbersome technology constraints. Neither their PACS, RIS or HIE could provide this kind of connectivity.

The Solution:

According to Denise Kramer, Physician Liaison at Adventist Shady Grove, they were looking for a solution that would help them maintain their focus of helping physicians improve their delivery of care by getting them the reports and images they need, in a timely manner, to improve patient outcomes. Denise commented that several of their providers are solo practitioners and they looked to Shady Grove to be their IT resource, as well as providing them with easy to use technology.

“We investigated several solutions and finally saw a demo of DigitalOne’s technology. We selected their connectivity tool kit because of its simplicity of use, straightforward approach and most of all – because it works!” -- Denise Kramer, Physician Liaison at Adventist Shady Grove.

The Results:

“DigitalOne allows us to provide multiple connectivity solutions to our physician clients. Our clients can choose between a very low-cost EMR integration solution that allows results to be directly delivered to their office EMR, or a no-cost, desktop delivery solution that provides our doctors with the ability to import results into their EMRs. About 25 percent of our 2,600 referring physicians’ imaging results now go directly to their EMRs. Our clients love the easy to use DigitalOne technology; it helps them practice the way they want to practice and its patient centricity helps them focus on improving care,” Ms. Kramer explained.

“DigitalOne’s connectivity solutions have not only helped us increase our referrals by 40 percent between 2014 and 2016, but they has also played a major role in assisting us retain our clients by providing them with a reliable connectivity service that is cost-efficient, easy-to-use, quick to implement and works from day one. In fact, the connectivity technology has helped us bring on new providers who were previously referring to our competition, but are now referring exclusively to us. One provider who was not referring to Shady Grove is now referring over 1,000 studies annually due to our connectivity,” Ms. Kramer commented.

“The technology can be used with any EMR to provide better, easier-to-use connectivity for our clients. Through DigitalOne’s bi-directional connectivity, it's been possible to further change the referral patterns for sites which were initially connected with results delivery only. We have experienced a 10-14 percent increase in referrals on average when turning on the order interface in addition to results. We are receiving approximately 10,000 studies annually from 149 Practice Fusion providers connected through the interface,” Ms. Kramer added.

“DigitalOne has helped us enhance and coordinate the care we deliver, but has also helped us improve our bottom line with a demonstrable Return on Investment (ROI) by offering cost-effective alternatives to expensive and time-consuming EMR interfaces. The solution provides us with a competitive advantage to help us grow market share by increasing our referrals and retaining the customers gained by improving service levels,” Ms. Kramer concluded.