

## Our Client:



With five locations in the greater New Orleans and Northshore metropolitan areas, Diagnostic Imaging Services (DIS) has been providing a wide array of outpatient imaging services to meet the needs of their patients and their physicians for over 40 years. Regardless of the location, DIS offers patients a relaxed environment created with their comfort in mind. Here are some of special DIS amenities:

- Five imaging centers, with more examination choices than what is offered by other outpatient imaging centers
- The only two 1.2T High Field Open Sided MRI systems in southeast Louisiana
- Board-certified radiologists with over a century of expertise, including subspecialty expertise not found at other outpatient imaging centers
- Test results to your doctor usually within one business day – often sooner
- 3D mammography – DIS is the only independently owned outpatient imaging provider in Louisiana to offer this breakthrough technology
- Participation in nearly every major insurance plan in the area
- More cost-efficient pricing than those found at area hospital imaging centers, saving patients literally hundreds, even thousands of dollars in out-of-pocket payments

## The Challenge:

Digital Imaging Services' five imaging centers operate in a very competitive market place – the greater New Orleans area. They offer a full line of interventional as well as diagnostic imaging services that are cost-effectively priced for the market, but area hospitals have been buying up physician practice at an alarming rate. DIS needed to find a niche and a way to compete in this extremely competitive environment. They decided to search for a way that would make it very easy and simple for group and solo practices to send and receive reports and images to their centers.

DIS has only two full-time IT professionals on staff, so their selected connectivity solution had to be very easy to implement at the referring physician offices. Their mission was to find a connectivity solution that was both easy to use and easy to implement, and then convince potential referrers – both small and large practices -- that DIS could make their referral process very simple. That strategy has worked!

## **The Solution:**

After examining several options, DIS chose the D1 Suite from DigitalOne. “We were looking for a connectivity solution that was cost-effective, easy to implement and very simple for our referring physicians to use. That was the niche that we hoped to fulfill in our market area,” explained Kathy Rabalais, Director of Clinical Services and Information Systems at Diagnostic Imaging Services.

DigitalOne’s product suite has been connecting referring physician practices to centers of care for over seven years. Their connectivity solutions not only help imaging centers enhance and coordinate the care they deliver, but also help them improve their bottom lines with a demonstrable Return on Investment (ROI).

DigitalOne provides DIS with cost-effective alternatives to expensive and time-consuming EMR interfaces. Their solutions offer DIS a competitive advantage to help them grow market share by significantly increasing their referrals and retaining the customers gained by improving service levels. And, to support the small DIS IT staff, DigitalOne does all of the physician practice interface work. They remove all of the headaches of doing individual client interfaces.

In addition to DIS, DigitalOne’s tool kit of connectivity solutions is being used in over 600 hundred other referral centers nationwide to connect physician practices to centers of care. Clients can choose between a very low-cost EMR integration solution that allows results to be directly delivered to any physician office EMR, or a no-cost, desktop delivery solution. Both solutions allow referral centers to electronically receive orders and deliver results with images to referring physicians' EMRs.

“We love the DigitalOne solution and so do our clients. We have been very pleased with the results we have achieved,” Ms. Rabalais commented.

## **The Results:**

“One of the great things about DigitalOne is that our physicians who use the system refer other physicians to us because the system is so easy to use. You don’t need a PACS to send or receive our DigitalOne reports and images. Any small or large practice can easily use the system,” Ms. Rabalais said. “We’ve also connected to Athena Health through the DigitalOne Connection, and this has produced great results for us,” she added.

“Our ROI has been tremendous. Since implementing DigitalOne our business has more than doubled. We have had a 194 percent increase in the volume of referrals. In the first quarter of 2016 alone, we have seen a significant dollar increase in both the EMR and desktop connectivity solutions,” Ms. Rabalais added.

When asked what differentiated DigitalOne from the other solutions she considered, Ms. Rabalais commented: “Three things attracted us to the D1 Suite of connectivity solutions. The first was ease of use for us and our referring physicians. The second was its cost-effective pricing structure and third was its ease of deployment and integration with our physicians’

systems. All of these things have helped us achieve our strategy of creating a viable market niche that allows not only to compete, but to succeed in a very competitive environment. Another important fact is that we have been able to retain the new clients we have gained. This is a significant factor in our growth strategy.”

Asked to comment on the DIS/DigitalOne partnership, Ms. Rabalais said: “It has been very successful because their software works so well. It has helped us grow and it has served our physician clients very well. As to client services, the software works so well, and independently, that very little or no client support is required. The whole connectivity solution just works! I would highly recommend DigitalOne to any imaging referral center.”