

Medicalis unveils collaborative workflow solutions at RSNA

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Medicalis (San Francisco) has begun the commercialization of its next generation Radiology Collaborative Workflow Solutions offering providers a technology platform intended to enhance productivity and ensure the delivery of measurable high-quality radiology care.

The company is showcasing its three Collaborative Workflow Solutions in Chicago this week at the annual meeting of the **Radiological Society of North America** (RSNA; Oak Brook, Illinois).

Oran Muduroglu, president/CEO of Medicalis, told *Medical Device Daily* that collaborative workflow solutions such as what Medicalis offers is a “critical thing right now,” in radiology and that the company is “very focused on helping physicians make the right clinical decision” and providing the right information to them at the point of order.

“Today, healthcare providers are required to reduce the cost of care while continually improving quality and performance,” said Oran Muduroglu, president/CEO of Medicalis. “With our solutions, radiology innovators have the platform they need to stay ahead of healthcare transformation. We enable organizations to track, monitor and measure key productivity goals that increase revenue and decrease costs. As a result, productivity and quality are significantly improved in today’s complex environment, preserving the delivery of high quality, high value patient-centric care.”

Muduroglu explained that many private radiology groups have been consolidating to either join larger radiology groups or they are joining hospitals and becoming employees of the hospital.

“This has changed the nature of the radiology business where it used to be a very local business, now there are larger horizontal radiology groups” and the workflow is not keeping up with the demand, he said.

Medicalis noted that in the era of healthcare reform, healthcare reimbursement rates are under rapid and uncertain change, placing radiologists in a position of compensation pressure, heightened competition and increased government mandated quality reporting. Medicalis says it helps radiology providers to address these new challenges in three ways: professional solutions to optimize radiolo-

gists’ productivity and quality; operational solutions to maximize imaging device management; and utilization solutions to improve collaboration between providers and payors for optimal evidence-based ordering of imaging procedures.

At the RSNA meeting, Medicalis also is demonstrating its federated enterprise workflow solution in collaboration with **GE Healthcare** (Chalfont, UK), **Philips Healthcare** (Eindhoven, the Netherlands), **Agfa Healthcare** (Mortsel, Belgium), **Fujifilm Medical Systems** (Tokyo) and **Vital Images** (Minnetonka, Minnesota).

To explain why this collaboration is important, Muduroglu made reference to the old Wang computers that customers could not buy separate technology for such as printers and software, compared to today’s computer marketplace where one can have a PC made by a single company, a printer from another company, and software developed by yet another company and “we put them all together and make them work ourselves . . . it doesn’t make sense to have to buy all three from one person.”

“The PACS market place is experiencing a disintermediation of the components of PACS, i.e., storage, workflow and display as separate components,” Muduroglu said.

He told *MDD* prior to RSNA that the company had already received a lot of positive response from its new generation solution. “Radiology groups are really seeing themselves in a lot of stress right now because reimbursement is dropping . . . here’s a software solution for radiology groups that allows them to address and adapt to these changes,” Muduroglu said.

Early last month Medicalis acquired RadWorkFlow from **RWF**, a joint venture between **Inland Imaging** (Spokane, Washington) and **Providence Health Care** (Spokane). The integrated solution combines the RadWorkFlow system with Medicalis’ federated productivity and quality platform to enable distributed multi-PACS environments. The company noted that the combination of these two solutions will enable radiologists who operate in complex, multi-vendor information system environments to maximize productivity by seamlessly connecting multiple PACS, Radiology Information System, and/or electronic health records, across distributed enterprises.

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This new professional solution is part of what Medicalis is showcasing this week at RSNA.

“As part of our ongoing commitment to improve healthcare delivery, Medicalis, in collaboration with our clinical partners, is leading the integration and connectivity of disparate healthcare information systems, helping to improve radiologists’ productivity, the quality of their work environment, and the quality of patient care,” Muduroglu said, referring to that acquisition. “The challenges that healthcare providers face today places them in a position of increased competition and decreased reimbursement, therefore improvement in productivity, while

being able to measure the quality of their work, is at the core of helping these providers meet demands in a time of rapid change.”

According to the company, the RadWorkFlow system has proven to increase service productivity by up to 14% compared to traditional federated solutions, while providing measurable data to ensure compliance with the American College of Radiology and the Joint Commission on Accreditation of Healthcare Organizations. ■

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