

# Bay Radiology Optimizes Urgent Medical Coverage with System-wide Network Support

## industry:

Health Care

## country:

United States

## business challenge:

Ensure peak performance for medical imaging services that support hospital emergency rooms and associated facilities

## solution provided:

Comprehensive, fixed-cost network support on a 24x7 basis

## results:

- Dramatic expansion of remote access to time-sensitive medical imaging, leading to much faster review and analysis of emergency exams
- Substantial increase in efficient use of medical specialists with system-wide access to imaging archive
- Substantial reduction in network outages and problems amid consistent growth in network usage

## Executive Summary

As the primary provider of medical imaging services in Bay and surrounding counties in Florida, **Bay Radiology is on call 24x7 to conduct, review, and communicate time-sensitive radiological exams.** By using **Uptime Services from Dimension Data, the radiology group has greatly improved the speed and efficiency of its full-service support for local doctors and patients, including cutting the turnaround time for exam reporting from 36 hours to two hours or less.**

## Client Overview

Bay Radiology has provided state-of-the-art medical imaging services for doctors and patients in the Panama City area of Florida since 1958. With 11 physicians and more than 100 total employees, the group is the exclusive provider of diagnostic and interventional radiology services for two major hospitals in Panama City as well as 16 other outpatient facilities in the area, including its own Women's Imaging Center and innovative InterVasc center for minimally invasive, nonsurgical treatment and therapy for ailments including cancer, blood clots, stroke, spinal fractures and hardening of the arteries.

## Business Challenge

As Bay Radiology continued to add services for the surrounding medical community, the group decided to invest in a system-wide imaging archive system that would enable physicians at any facility to review images taken at any other facility on the network.

"We had only local networks before," explained **Bob Googe, Bay Radiology's Corporate Compliance and Chief Technology Officer**

"We wanted to let anyone read pictures or exams from anywhere, which meant we needed to connect the two hospitals and all the equipment in the other facilities. Instead of having to send a radiologist to each site to read the exams, someone at our main site can read exams from anywhere in the city at any time."

The new system represented a huge step forward in Bay Radiology's ability to improve routine and emergency medical care, but it was essential that the group had confidence in system uptime and performance.

"Both hospitals have emergency rooms and we have all the other outpatient facilities with imaging equipment," Googe noted. "We need 100% uptime with the network or we have to have boots on the ground which obviously takes a lot longer."

In supporting the new system, the group faced four specific challenges:

- Ensuring maximum uptime for a complex network that transmits and stores bandwidth-intensive and medically critical imagery across multiple facilities on a 24x7 basis
- Ensuring rapid response to any service or equipment problem with only a single IT support person to work with onsite
- Obtaining high-level expert assistance to ensure rapid resolution of any issue that is not immediately solved with the first line of support
- Obtaining regular system upgrades to guarantee consistent performance in light of frequent upgrades of imaging equipment and service demands

“The **response time is great** and it’s always people I have talked to in the past **so they know our system**; whether it’s a **security issue, a new switch or anything large or small the people are very proficient and fast and they understand** that there are **lives on the line.**”

## Solution Provided

Bay Radiology's connection with Dimension Data began with an engineer that helped install the new picture archive system under the auspices of another firm. The installation went well, but when the engineer moved from that firm to Dimension Data, Google wanted to keep him personally involved.

“There are a lot of people and firms hungry for work, but he had done great work for us, and once we met more people from Dimension Data we saw that they were all well equipped, smart, and take care of their accounts really well.”

The group began its support relationship with Dimension Data with a fairly basic level of network support, but quickly realized that it paid to move to a more substantial program with Dimension Data's Uptime Maintenance and Support offering.

With the Uptime offering, Bay Radiology was able to obtain the right mix of technical resources, capabilities, and assurance required to keep its mission critical network at peak performance in support of its ongoing imaging services commitments.

The specific elements of the solution included:

- A best-in-class Service Level Agreement with firm commitment for rapid resolution of any network or device issue
- Leading technical experts with deep experience in every aspect of Bay Radiology's technology and network operations
- A single point of contact to help accelerate problem resolution, ensure constant communication, and take full ownership and responsibility for managing every service request

- A clear process for escalation to top tier experts in case the first line of support is unable to resolve any problem
- A fixed-price contract to ensure complete predictability in ongoing support costs regardless of unpredictable needs

## Value Derived

With Dimension Data's Uptime solution, Bay Radiology has been able to achieve substantial improvements in its own service offerings while gaining tremendous confidence in rock solid support and rapid resolution to any potential problem.

Looking back over the last several years of Uptime support, Google highlights a number of important benefits, including:

- Dramatic expansion of remote access to time-sensitive medical imaging, leading to much faster review and analysis of emergency exams:

“We used to have a radiologist on call at night and he'd go to the different sites to read exams; now any doctor can read the exams from any site so we can turn around exams in two hours or less vs. the 36 hours that it sometimes took to print the film, get it to a doctor, and then get it back to the hospital.”

- Substantial increase in efficient use of medical specialists with system-wide access to imaging archive:  
“Physicians being able to get to the picture archive system and read exams from anywhere makes it much easier to get different specialists involved; for an emergency room patient with critical injuries you cannot put a price on that.”
- Substantial reduction in network outages and problems amid consistent growth in network usage:

“We haven't been down for more than two and half hours with anything serious over the last three years, which is great; little things do pop up but they all get taken care of very quickly.”

- Improved access to network support experts with faster resolution of problems:

“The response time is great and it's always people I have talked to in the past so they know our system; whether it's a security issue, a new switch or anything large or small the people are very proficient and fast and they understand that there are lives on the line.”

“Everything runs smoothly with Uptime,” Google sums up:

“I can just put something on the online support portal if it's not urgent and I know it will get taken care of. Or I can always get someone right on the phone if it's urgent, and that means a ton to us. Being a one-person shop I can't handle everything; I don't have the expertise and it would be physically impossible anyway. Knowing I have a team of engineers in place is very comforting and takes a huge load off my mind. No matter what the issue is there will be an expert available, just like we do in medicine.”