



# INVOLVED

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### **Robert Wood Johnson University Hospital RAHWAY: Comparative Analysis Favors INFINITT**

Robert Wood Johnson University Hospital Rahway (RWJUHR), a 265-bed acute care, community hospital in New Jersey recently selected the INFINITT PACS solution after careful consideration and comparative analysis.

The hospital is doing approximately 80,000

radiological procedures per year, and is part of the Robert Wood Johnson Health System and Network, one of the largest healthcare systems in New Jersey and the only one with a medical school (UMDNJ) as a partner.



The 70-radiologist group that services RWJUHR helped narrow vendor selection to four, then two finalist PACS vendors. Robert White, Director of Clinical Services for RWJUHR, said at that point the radiologists would have been satisfied with either system, so the decision was up to the hospital.

"In the final analysis," said White, *"the INFINITT PACS was the better value. It was just as robust, fast and user-friendly as the other vendor's system, and when we compared specs side-by-side, INFINITT came out better on many of the hardware components."*

According to White, the comfort factor also weighed in INFINITT's favor. RWJUHR had a higher level of confidence in the INFINITT solution because we offered remote diagnostics, a back-up server on site, and local service provided by our own field service engineers as opposed to a third-party service dispatched from out-of-state.

"If the other company had included the same levels of service and support provided by INFINITT, the cost would have been prohibitive," he added.

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## New Study Attributes Radiologist Productivity Gains to PACS

Researchers from Johns Hopkins University in Baltimore compared ACR (American College of Radiology) data from 1991-1992 to 2006-2007 to assess changes in radiologist workload and productivity. The study, published online June 9th in ***Radiology***, showed the average annual workload per radiologist FTE increased 34% between 1992 and 2007, or 70.3% when measured in RVUs (Relative Value Units).



Relative Value Units adjust for the technical expertise, educational training and cost of technology: higher RVUs indicate a higher degree of clinical and technical complexity, and are used by Medicare to determine payments. The study showed productivity increased by 49% over the 15-year period when measured in time-adjusted RVU's i.e. average number of studies relative to hours worked.

The researchers attributed radiologists' ability to increase workload to advances in technology, including PACS and 3D imaging, which enable radiologists to read more quickly through workflow efficiencies and automation, and teleradiology, which enables radiologists to read from alternate/remote locations.

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## James Zongilla: Customizing RIS/PACS Solutions

Jim Zongilla, Executive Account Representative for INFINITT covering the state of Pennsylvania, joined the company in June '07. Jim has a degree in Marketing & Business Administration, worked for Coca Cola after college, and sold billing software to private practice physicians for 7 years with Web MD. In his last year there, Jim was also responsible for sales training up and down the east coast.

Jim takes a personal interest in his customers, and stays in contact with them long after the sale is complete. He measures his own performance not just in sales figures but also in retention rate. He particularly likes working for INFINITT because no two facilities are the same, and he has a lot of flexibility in customizing solutions to meet customer needs.

INFINITT customers come in all shapes and sizes. They have different modalities, specialties, and exam volumes.

*"Part of my job is to help tailor or personalize our PACS and our services in terms of workflow, interfaces, training requirements and other variables," says Jim. "The companies I worked for previously didn't provide the kind of options that we have here. I think that's one of the best things about INFINITT."*



Jim Zongilla -- RSNA 2008

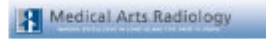
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## INFINITT Signs New Customers

INFINITT North America had two strong quarters in the first half of '09, exceeding sales volume for any two consecutive quarters to date.

INFINITT's web-based RIS & PACS solution now supports Radiology, Cardiology, Digital Mammography, Advanced Visualization and more, all on a single/common database.

### INFINITT North America -- Recent Contracts Signed



Dr. Grapple & Walker - Plainview, NY

Hand Surgery and Specialty Orthopedic Centers – Oakbrook Terrace, IL

Hubbard Regional Hospital – Webster, MA

Milford Valley Memorial Hospital – Milford, UT

Peninsula Imaging – San Mateo, CA

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## Mark your calendar!

### AHRA 2009 ANNUAL MEETING AND EXPOSITION

will be held August 9-13 at the Mandalay Bay in Las Vegas.

AHRA (The Association for Medical Imaging Management) will be holding its annual conference in Las Vegas in early August and INFINITT North America will be there as an Exhibitor. The educational sessions cover a wide range of management issues, including: finance, human resources, communication and information, operations, and assets.





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