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INFINITT Receives Frost & Sullivan 2009 Customer Value Enhancement Award in Imaging Informatics

Each year, Frost & Sullivan presents Best Practices Awards, including an award to the company that has demonstrated excellence in implementing strategies that focus on improving the customer's return on investment. This year Frost & Sullivan's research team presented the **Customer Value Enhancement Award** to INFINITT North America.



In order to identify best practices in the industry, Frost & Sullivan's industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research.

"As the imaging informatics customer matures," says Frost & Sullivan Senior Industry Analyst Nadim Daher, "the market is increasingly looking to informatics vendors as true partners that will remain proactive in ascertaining that the solution is optimal at any given time, and will evolve as the imaging practice grows."

"It is therefore only through a strong commitment to listening to customers and maximizing the value of their investment, that radiology information system and picture archiving and communications system (RIS/PACS) vendors can still grow and succeed in the North American market."

Infinitt's RIS-PACS solution, for example, is a single-database system developed from the ground up to offer true integration of RIS, radiology PACS and cardiology PACS, as well as advanced clinical applications with the Xelis product line.

"Such tight integration has demonstrated in the marketplace that it can help facilitate system deployment and simplify operation by eliminating the need to manage multiple HL7 interfaces and improving workflow efficiency."

Infinitt NA has also positioned itself as a leader with regard to systems interoperability, providing its customers a more integrated and powerful imaging IT ecosystem. By designing its own gateways and interfaces in-house, Infinitt has developed strong and cost-effective capabilities for data migration, which would otherwise require the services of a third-party company.

Infinitt NA, therefore, effectively leverages its presence in many countries to fuel global research and development, while also developing market-specific solutions such as the company's RIS that was designed specifically for the North American market.

"With these dynamics taking effect during the last several years, Infinitt has maintained a growth rate that is steady and controlled, yet robust, reaching double digits, indicating that the company is well outpacing growth in the total market, and capturing market share," notes Daher.

Waldo County General Hospital: Becoming a Breast Imaging Center of Excellence

Waldo County General Hospital, located in Belfast, Maine, has a reputation as one of the finest breast health facilities in the region. WCGH was an early adopter of PACS and Digital Mammography, and is ACR-certified for Mammography. They are working towards additional certifications in Breast Ultrasound, stereotactic biopsies and Breast MRI.

Waldo County's Imaging Services Department prides itself on keeping current with the very latest technologies while delivering the highest quality of patient care. As part of that commitment, WCGH deployed INFINITT's Mammography Reporting System in the summer of 2009.

"Breast Imaging," says Ann Hooper, Director of Imaging Services, "is a more information-intensive specialty than most. Each image has to be mapped to a chain of events or transactions with the patient, and we have to be sure nothing falls through the cracks. We must document patient and family history, track cases, generate patient result and recall letters, collect data, and generate reports. Every notation becomes part of the patient's medical record."

"Before we had the INFINITT Mammo Reporting System, it was easy to get bogged down with the information side of our work, which meant less time for patient interaction. Now we are confident that all the information is being collected so we can focus more on patient care. Another benefit is that we no longer need a highly-trained data analyst to generate medical audits and statistical reports; we can do it ourselves at the touch of a button."

Jenn Rich, radiology PACS administrator at Waldo who worked with developers to define the system's functionality, tells us she is now able to pull a report showing departmental statistics at any time.

"The system keeps records clean and thorough, improving productivity and ensuring we don't miss anything. We have a high rate of True Positives - which is the best indicator that everything's working as it was intended."



RSNA 2009 Spotlights Integrated Healthcare Technology

Once again, the RSNA Scientific Assembly and Annual

Meeting will convene in Chicago at McCormick Place. Once again, healthcare professionals from all over the world will flock to the meeting to learn about cutting-edge science and technology in radiology and medical imaging.

The theme of this year's meeting is "Quality Counts" and the spotlight will be on "Integrated Healthcare Technology". It is therefore fitting that INFINITT will be showing its highly advanced solutions for radiology, cardiology, digital mammography and other disciplines that are built on a single-database platform.



Photograph by William Lee, RSNA 2008

INFINITT, Booth #6220, will also be demonstrating the Xelis line of Advanced Visualization software for Cardiac, Lung, Colon, and Fusion Imaging. And, we'll be introducing the new INFINITTAccent product, which enables users to launch PACS and view images associated with a patient's ID from within a medical record or information system from almost any vendor.

INFINITT North America will be joined by global associates: Infinitt Healthcare, Korea; INFINITT Europe; INFINITT Japan, INFINITT China and INFINITT Taiwan.

Please contact marketing@infinittna.com to schedule a demo or to meet with one of our executives.

