PACSONWEB,
A DeepUnity SOLUTION
AND Web.Access

Always stay in touch

Radiology at Salmenpark establishes communication with referring physicians and patients using Web.Access

For a radiological practice, especially a newly established one, communication with referring physicians is a crucial growth accelerator. Radiology at Salmenpark relies on Web. Access and is considering to further professionalize image data exchange with PACSonWEB.

In Rheinfelden, a small town about 15 kilometers east of Basel, a visit to the radiology practice at Salmenpark, located on Baslerstraße 8, reveals a modern practice equipped with high-end technology behind a rather modest facade. Patients are welcomed in a bright atmosphere with large pictures on the walls and spacious rooms. The practice's website promises quick imaging of the highest quality, offering the latest equipment, including a 256-slice CT scanner, a 3-Tesla MRI scanner, an X-ray machine with fluoroscopy, and a mammography machine for senology.

The practice was founded by Dr. Jacques Schneider, the owner and Medical Director, only in February 2023, "**out of nothing**," as he says.

> *" It was a large hall in a new building. Using a modular system, we created various rooms and designed everything to offer our patients a pleasant atmosphere. "*

Dr. Schneider, originally a pediatric radiologist, received his training in various Swiss cities. He led the radiology department at the University Children's Hospital in Basel for many years, gradually specializing in other areas of radiology as well. He deliberately set up his radiological practice in Rheinfelden.

> *" On the one hand, I am rooted and relatively well-known in the region. Additionally, Rheinfelden connects the Fricktal and the city of Baden, concentrating referrals in this town, "*
> says Dr. Schneider.

Nevertheless, he sees it as one of his primary tasks to become even better known and to attract more referring physicians. The practice is already operating at a remarkable 50 percent capacity—radiology institutes typically require three to four years to reach full capacity.

PACS as the basis of daily work

Among other things, the right IT provides him with the time needed. *" Without it, we couldn't do our work at all, "* he is convinced. New patient-related data protection laws will come into effect in Switzerland starting in September. These are also linked to IT processes.

" The many layers of IT are becoming an increasingly important part of our work. Providing services remains at the forefront, but they must be secured for both, patients and referring physicians, " says Dr. Schneider. As an example, he names the growing importance of artificial intelligence, especially in imaging. *" Two years ago, few people talked about it. Today, algorithms are integrated into our devices to improve images, reduce radiation doses, and assist in diagnostics,"* the radiologist notes.

The foundation for all of this lies in digital image data management.

" We have all been working with a PACS for 20 or more years. Naturally, I chose one before opening the practice, " says Dr. Schneider, referring to DeepUnity from Dedalus HealthCare. Why?

" Dedalus HealthCare is well-known in the market. I looked at the solution at a colleague's practice and examined the functionalities in detail. It turned out that the PACS is also suitable for smaller facilities and can be acquired at an acceptable price, " explains Dr. Schneider.

It was the combination of brand recognition, price, and flexibility to adapt to individual needs that ultimately made him choose Dedalus HealthCare's solution. The practice owner sees scalability as a significant advantage,

" We are a small unit and want a system that is user-friendly and adapts to local conditions. DeepUnity offers that. That's why it's the right PACS for us. "

As the general contractor, Dedalus HealthCare also provided a Radiology Information System (RIS),

" powerful and scalable, seamlessly integrated with the PACS, " as Dr. Schneider emphasizes.
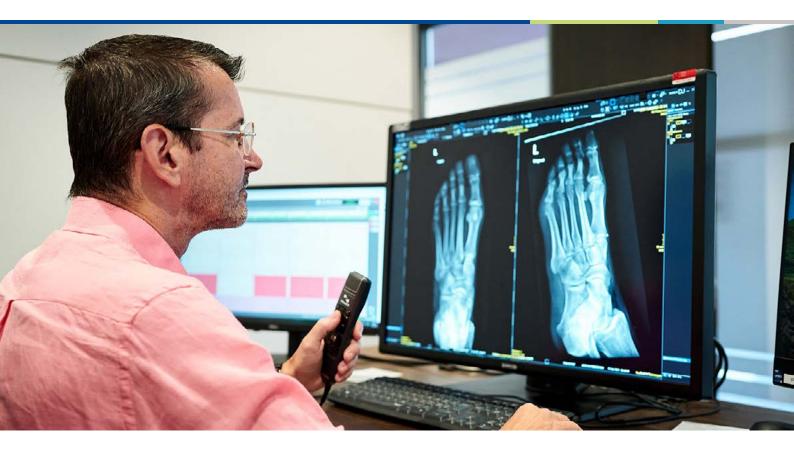
" I have a really good feeling about the provider and the overall system. "

The offering is completed by Advanced Managed Services (AMS), Dedalus HealthCare's operator solution, providing the radiologist with a comprehensive package.

" It's like buying a car at a dealership. Afterwards, I'll take it there for inspection and repairs instead of hiring different companies. "

Attracting and retaining referring physicians

Besides promoting his practice and meeting regulatory challenges, another issue worries the radiologist: in the next two years, the reimbursement for procedures will decrease. It is said that, compared to today, for the same service 15 to 20 percent less will be paid.

> " *I will then have to compensate for this with a higher number of patients and thus increase referrals accordingly. We are already talking to clinics and specialists in the area to increase patient flow,* "
> says Dr. Schneider.

His referrers are heterogeneous. On one side, there are the specialists, some quite elderly and not particularly media-savvy; on the other side, there are the clinics, digital and very media-savvy. Consequently, the requirements for sending images and reports vary. Some need the information quickly because they want to continue treating the patient; for others, a follow-up appointment may not be for weeks, leaving more time for delivery. To meet the needs of both sides while remaining true to his ideas of a digital workflow, Dr. Schneider uses Web.Access, a tool that is part of DeepUnity. It allows sharing DICOM studies via internet, providing quick and secure access for patients and referring physicians via any web browser. The images are transmitted over a secure connection with SSL encryption protocol, eliminating the need for traditional patient CDs/DVDs.

Custom image data transmission

How exactly does the process work at Radiology at Sal-menpark? The patient or referring physician schedules an appointment via phone or form. The practice refrains from online booking because it is challenging to estimate how much time a procedure will take without asking questions.

" The duration depends on many factors. To plan better and spare patients unnecessary waiting times, we stick to a proven process, " says Dr. Schneider.

When the patient arrives at the practice, they are registered using their health insurance card and sign the necessary forms.

" Currently, this is still done on paper, but it will soon be done via tablets, " says the radiologist.

The planned procedure time is already noted in the system, and the data is automatically transferred to the worklist of the modality needed for the procedure. After the images have been taken, they are uploaded into the PACS for reporting.

" We then provide the patient with a QR code that allows them to access their images via Web.Access. We send the report to the referring physicians. They also receive the access code for web retrieval, " explains Dr. Schneider.

" Most larger clinics, however, insist that we send them images and reports through the H-Net health network. "

Web.Access is solely for image data exchange. The patient or referring physician logs onto the platform using any web browser, and can view, download, and save the images to their patient file via a secure connection.

" Everything works flawlessly, " praises Dr. Schneider.

Image data transfer via the cloud

He is currently considering moving to PACSonWEB, which would eliminate the need to generate QR codes or downlo- ad links, as patients and referring physicians could then access the cloud directly and view the data. The practice owner mentions another advantage of the solution,

" So far, my clients only see current images. With PACSonWEB, they would also have access to all previous procedures with a single click. Additionally, referring physicians could manage all their patients on the platform without logging in separately for each image. "

He hopes that this will speed up the reporting process simply because linking is no longer necessary. PACSonWEB is inherently a secure network and is further protected by a two-factor authentication, typically consisting of a username and password. The data center is located in Switzerland, and the data exchange itself is secured with SSL/TLS encryption. Here, too, Dr. Schneider relies on his partner.

Speaking of partners: The radiologist and practice owner also sees Dedalus HealthCare as a partner.

" The collaboration is very pleasant. I have no complain- ts. If there are problems, we call the support and quickly receive assistance. Unfortunately, I have made different experiences with other companies, "
summarizes Dr. Jacques Schneider.

> **" DeepUnity is extremely scalable and adapts ideally to our requirements. "**
> Dr. Jacques Schneider Radiology at Salmenpark

> **" I hope that PACSonWEB will make the diagnostic process even faster. "**
> Dr. Jacques Schneider Radiology at Salmenpark

Radiology at Salmenpark

· Founded in February 2023

· State-of-the-art equipment of modalities and IT

· Practice under construction

Dedalus

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