AMBRA®
Your Medical Imaging Cloud

EXECUTIVE BRIEF

Step Away from PACS and Move to the Cloud

Executive Insights from Republic County Hospital, Connecticut Orthopaedic Specialists, and Ambra Health

Introduction

Healthcare organizations of all sizes are shifting from PACS to cloud-based vendor-neutral archives. This move is driven by three key trends: the increasing amount of diverse healthcare data, patient demands for accessibility, and the imperative of disaster recovery. In February of 2019, the Centers for Medicare and Medicaid Services (CMS) and the Office of the National Coordinator for Health IT (ONC) released new regulation calling for greater interoperability in healthcare and increased patient access to health data. Combined, these challenges and initiatives demand a more holistic approach to image archive and management.

In support of these goals, cloud VNAs allow the connection of other systems (like a RIS or EHR) and make it simple to transfer and view studies, integrate priors, and create holistic patient health records.

In this Executive Brief, Imaging Thought Leaders Share Insights On:

Why your organization needs to consolidate disparate imaging systems.

How elastic cloud architecture scales to meet increasing image volumes, systems, users, and organizations.

Understanding patient demands for access.

At a recent online seminar sponsored by Ambra Health and hosted by Health Data Management, imaging informatics thought leaders shared insights on cloud vendor neutral archives at their facilities.

Click Here to Watch the On-demand Webinar »

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Executive Summary

- ✅ Cloud VNA Goes Beyond Storage

- ✅ Onsite Hardware Can't Keep Up with Disaster Recovery Capabilities of the Cloud

- ✅ Select a Cloud Vendor that Acts as a Strategic Partner

- ✅ Workflow Enhancements Improve Processes for Physicians

- ✅ Educate Patients on New Technology

Cloud VNA: 5 Executive Insights

Cloud VNA Goes Beyond Storage

A Cloud VNA is not just about secure storage. Facilities today are interested in the entire picture ranging from image exchange, rapid retrieval of prior imaging and immediate viewing, EHR integration, and much more.

Because Cloud VNAs are designed for the Internet, they provide important additional benefits like ease of image transfer, portals to share imaging with referring physicians or patients, and medical image viewers that can be accessed anywhere at any time. With cloud delivery, these classes of VNA solution also often deliver significant cost and maintenance benefits for providers.

> " *"Facilities are seeing the overall value add of a Cloud VNA."*
>
> **Chantel Hopper, MBA**
> Director of Customer Success,
> *Ambra Health*

KEY INSIGHTS

By 2020, the volume of new data from healthcare information systems and imaging modalities will grow to more than 2,315 exabytes (Stanford Medicine).[1]

KEY INSIGHTS

90% Of Webinar Attendees Defined Cloud VNA as:

- ✅ A vender-neutral image store and archive that operates across PACS and modalities.

- ✅ A solution for backing up and archiving images.

- ✅ A way to view studies remotely.

- ✅ A method of sharing imaging between facilites.

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[1] "Stanford Medicine 2017 Health Trends Report: Harnessing the Power of Data in Health." Stanford Medicine, 2017, med.stanford.edu/.

Onsite Hardware Can't Keep Up with the Disaster Recovery Capabilities of the Cloud

Recent natural disasters have cost healthcare facilities in the United States over 200 billion dollars, a number that doesn't appear to be slowing down. The effects of such disasters can be long-lasting and many facilities have begun taking a much more active role in seeking disaster recovery and business continuity plans. As a hospital in the Midwest, Republic County is no stranger to tornadoes, and just a few years ago, a local hospital was leveled by one. David-Paul shared how storing data in the cloud provides a sense of safety and accessibility for their facility. While tornadoes are far less frequent in Connecticut, Mark shared how when examining on-premise versus cloud-based solutions, it quickly became apparent that local hardware could not come close to the disaster recovery planning capabilities offered by the cloud.

> "It's not just about having a back-up, it's about being able to turn an entire business back on. **The cloud offers scalability and protection better than any local device.**"
>
> **Mark Filiault**
> Chief Information Officer,
> *Connecticut Orthopaedic Specialists*

By 2020, CT Ortho predicts having a million studies that are greater than 10 terabytes of data. With this enormous study volume in mind, CT Ortho sought to engage with a business partner that could take over responsibility for safety, security, and 24/7 access to studies.

Select a Cloud Vendor that Acts as a Strategic Partner

When David-Paul was searching for a cloud-based solution, he made it clear with vendors that there was only one IT staff member on his team. He shared that, "when it came to data migration, our radiology director had never gone through that process, and we were very nervous. We relied on Ambra's team to do everything, and they were just fantastic about it."

KEY INSIGHTS

$200 B+

Recent natural disasters have cost healthcare facilities in the United States over **200 billion dollars.**

KEY INSIGHTS

Benefits of Working with a Cloud Vendor:

- <1% Predictable Monthly Fees
- 6% Seamless Upgrades
- <1% Reliable Support
- 12% Partnership & Customization
- 83% All of the Above

The fear of migrating thousands if not millions of imaging studies prevents many facilities from making an active change in their disaster recovery strategy. A cloud vendor can provide a complete range of consultative migration approaches, from moving an entire library, to a phased migration where the facility will be up and running in days. With elastic cloud architecture, a Cloud VNA accommodates ever increasing image volumes, systems, users, and organizations without the need to worry about provisioning more infrastructure and resources.

Implementing image retention policies is often a manual process, with the risk of images slipping through the cracks. Ambra's image lifecycle management (ILM) capabilities make it simple to manage image deletion and retention using rules-based automation. It's easy to automate the removal of images from the system based on any set of specified set of user-configurable criteria.

> *"When it came to data migration, our radiology director had never gone through that process, and we were very nervous.* **We relied on Ambra's team to do everything, and they were just fantastic about it."**
>
> **David-Paul Cavazos, MBA**
> Chief Executive Officer,
> *Republic County Hospital*

Improve Processes for Physicians Through Workflow Enhancements

Ambra Health worked as an expert partner with CT Ortho to create a highly tailored workflow to create a seamless experience for the orthopedic surgeons at the practice. A series of mergers over the last few years had led to five different radiology systems.

"We had to identify each platform and merge all the data together. In the end, "it came down to a lot of work, but unifying the records has served our practice well," shared Mark. The workflow involved the unification of the EHR system, PACS, and local caching of images to create an instantaneous experience. Today, when a physician logs in to Ambra, they see their scheduled patients listed for that day as well as both current and prior imaging for those respective individuals.
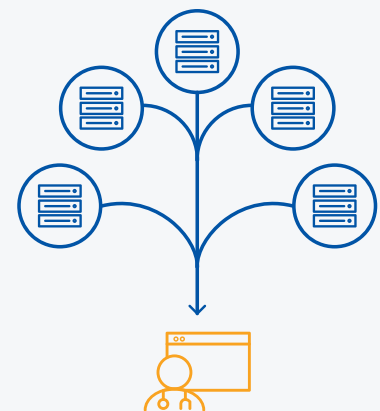
KEY INSIGHTS

26%

26% Of market practitioners cited outdated IT infrastructure as the biggest oversight during due diligence in their most recent healthcare acquisition.

West Monroe Partners/ Mergermarket Survey

KEY INSIGHTS

CT Ortho went from five different radiology systems to one with Ambra Health.

When the physicians click to view imaging, the Ambra Personal Accelerator provides an easy way to cache studies locally and automatically accelerate the viewing of medical images. The patient list provides direct access to the library of studies from the Ambra Cloud which greatly improves the operational efficiency for the providers who no longer have to search for prior studies.

> *"Our group is very happy about this innovation and appreciated the speed with which this feature was brought to market on our behalf."*
>
> **Mark Filiault**
> Chief Information Officer,
> *Connecticut Orthopaedic Specialists*

Many physicians already have to interact with more than one EHR/EMR system and when you add imaging systems to the mix, it can cause increased confusion and administration time. David-Paul cites that Ambra's platform is, "as easy to use as Gmail," leading to happy physicians who can focus more on patients rather than administration. Since Ambra is cloud-based, Republic County Hospital has also cut down on the costs that would be traditionally associated with the purchase of servers and maintenance for each physician's office. Today, physicians can simply log in to Ambra online to view or send patient imaging.

> Republic County has also found that a key benefit with Ambra Health is it's, **"simple enough for a physician to use across any specialty, yet sophisticated enough for a radiologist to also use when making a diagnosis".**
>
> **David-Paul Cavazos, MBA**
> Chief Executive Officer,
> *Republic County Hospital*

Because Republic County employs outside radiologists, they have streamlined the process by using Ambra to send and receive imaging and act as their PACS system.
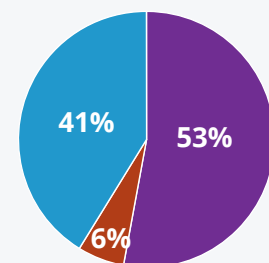
KEY INSIGHTS

50%
in Cost-savings

The reduction in systems has led to over 50% in cost-savings for Republic County Hospital.

KEY INSIGHTS

Webinar Attendees Image–Enabling their EHR:

41% **53%**
6%

53% Have already image-enabled EHR

41% Are thinking about image-enabling EHR in the near future

6% Currently working with vendors to image-enable EHR

Educate Patients on the Use of New Technology

At CT Ortho, one of the biggest hurdles remaining today is offering imaging to patients. "We burn over 1,000 CDs per month" shares Mark. "Technology solves the problem but adoption of the technology is still a problem." Like many facilities, Mark and his team worry if they are overwhelming patients with too many reminders and portals.

David-Paul noted the importance of providing patients with access to imaging, particularly in a rural area like his own where patients travel well over an hour and a half to larger facilities. They have developed a concierge approach where radiology takes a moment to make sure that patients have a working email address and show them how to use the platform. These small steps have increased both portal usage and customer satisfaction.

About Ambra

Ambra Health is a healthcare cloud company dedicated to making digital medical image management accessible to all, from anywhere. Our powerful cloud-based suite streamlines the medical image exchange process and connects patients, care providers, and facilities worldwide. We work with some of the largest hospitals and health systems such as Stanford Children's Health, Weill Cornell Medicine, and Memorial Hermann as well as private practices, imaging centers, clinical research organizations, and health information exchanges. Discover what the power of the cloud can do for your healthcare enterprise at **www.ambrahealth.com**.

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