

YOUR MEDICAL IMAGING CLOUD



EBOOK

Applications of the Cloud: Provide Anytime Access to Imaging & Reports

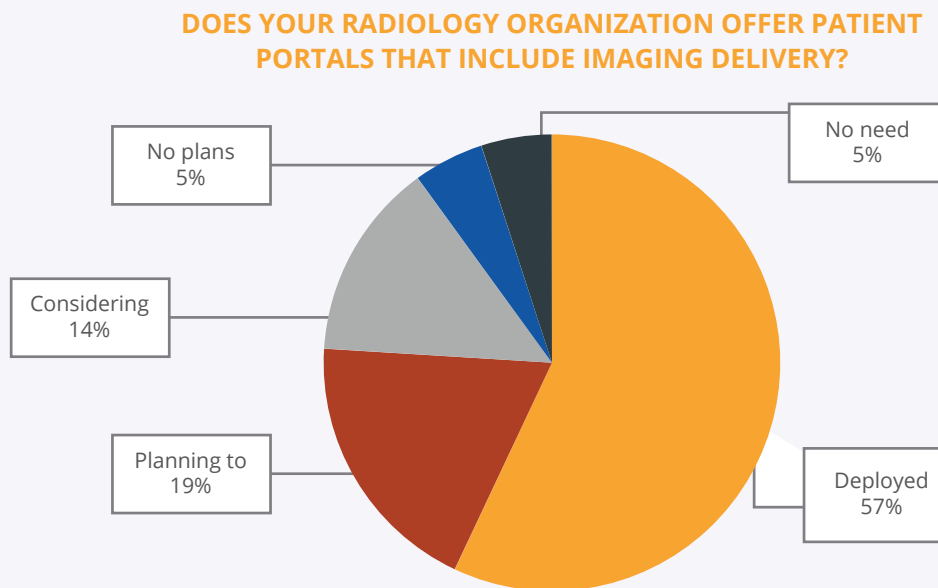
Introduction

The current shift towards telehealth services has forced hospitals and health systems to evaluate their processes for sharing patient data. With the increase of remote visits and desire from patients to have access to their records, remote sharing has become a crucial part of medical records management.

Patient and referring physician portals enable hospitals and health systems to automatically and easily share studies and reports with patients and referring physicians, eliminating the costs associated with burning and sending CDs - making life easier and more efficient for patient and referring physician populations.

Patient Portals Are Becoming a Critical Tool

With Meaningful Use requirements and many studies indicating that patients want more access to their data, patient portals are becoming a priority for hospitals and health systems. In fact, a recent KLAS survey of 104 healthcare IT executives found that at least half of hospitals and clinics provide an online portal where patients can e-mail their physicians, access results, create appointments, and engage more in their own care. In a recent Ambra survey, 90% of respondents stated they had either deployed a patient portal, had near term plans, or were considering deploying one:



Source: Ambra Patient-Centered Radiology Survey

Web-based patient portals enable radiologists to better connect with patients, however there are important considerations for radiologists too, with patients increasingly likely to be reading the reports that were geared to being read by referring physicians not patients. Further, some radiologists may not be comfortable sharing findings with patients without the involvement of their primary care physicians.

Frederick Health Image-Enables Patient Portal

Summary

Frederick Health has been a customer of Ambra Health's since 2012 and recently expanded its use case to provide patients with access to their diagnostic images and reports through a link on FMH.org. This new feature allows patients to be able to view and forward their exams to physicians and care providers of their choosing and download images. Expanding these services to image-enable the FH patient portal represents one of the first initiatives in the U.S. that provides patients with ready access to their images, coupled with the ability to securely forward them to other caregivers with ease.

Image-enabling the Patient Portal

Frederick Health provided patients with their imaging on CDs - a time-consuming and expensive process as over 1,500 CDs were burned per month. Patients had to drive to a facility to pick-up images or wait for the CD to arrive in the mail. Oftentimes, referring physicians also struggled with opening CDs in their office due to the numerous plugins, passwords, and settings required.

Since Access My Images went live on the FH site, there have been over 900 logins in the first three months of the program. Once a patient completes their imaging, they are given a login to receive images within 2 hours of the procedure. This allows patients to be able to view and forward their exams to physicians and care providers of their choosing and download images on a PC, USB, or burn to a CD. The report arrives in the patient portal about 36 hours later, and patients can watch an educational video on the patient portal to arm them with best practices. Patients, including the large baby boomer population in the region, have found the Access My Images feature very easy to use.

CHALLENGES

- Medical imaging shared with patients on CDs.
- Producing over 1,500 CDs per month.
- Patients required to pick-up CDs or wait for CD to be mailed.

SOLUTION

- Patients given access to cloud imaging portal within 2 hours of exam.
- Patients can share imaging with outside physicians.
- Provides peace of mind to patients who travel often.












Nearly 900 patient logins within first 3 months of patient portal launch.



CD burns dropping by 100s per month.

Provide patients with anytime access to their imaging with Ambra's self-service patient portal.

Automatically share a personal study list with patients:

Studies						Share 
PATIENT NAME (F) DOB 12-19-1994 MRN 123	CT LOWER EXTREMITIES FOOT CT 250 images Acc#: 089325421 RPhys: Dr. Howard	10-05-2006 10:15 AM	 Images	 Reports ▾	 Download	
PATIENT NAME (F) DOB 12-19-1994 MRN 123	CT PELVIS CT 355 images Acc#: 12309842340 RPhys: Dr. Suza	01-10-2007 10:07 PM	 Images	 Reports ▾	 Download	

- ✓ Enable patients to view, download, and share imaging and reports.
- ✓ Control when imaging and reports are shared according to criteria such as age or test type.
- ✓ Customize the study list with your branding and terminology.
- ✓ Provide patients access to customized training materials and Ambra's 24/7 in-platform support.
- ✓ Collaborate with Ambra to create custom materials to drive awareness.

Choose How to Provide Patient Access:

AMBRA PATIENT PORTAL

- ➔ Grant access through Ambra's standalone, customizable patient portal.
- ➔ Patients launch their personal study list using secure two-factor authentication.

EMR INTEGRATION

- ➔ Leverage your existing EMR patient portal.
- ➔ Patients launch their personal study list directly from their EMR portal.

Ensure Fast, Reliable Transfer of Imaging Data & Reports with a Referring Physician Portal

Reduce Turnaround Time with the Ambra Health Gateway

New standards for data delivery can be applied to provider-to-provider sharing as well. With remote sharing tools, such as a referring physician portal, a hospital's physician network can have self-service, anytime access to their patients' studies. Remote data delivery to network physicians helps to establish continuity of care and create a seamless experience for the patient and their physician. Providers and staff on either end are also relieved from the need to burn, mail, and handle CDs.

Costs in Current System:

Providers are currently spending between \$8-\$15/CD.

Health systems can spend \$100,000/year in courier costs alone.

Digital image management strategies help reduce physician burnout.

Gunnison Valley Health Enables Image-Sharing From Ski Slopes to Germany

Summary

Gunnison Valley Health has been serving patients since 1938. They understand the needs of their patients and are committed to improving the health of the community by delivering truly exemplary healthcare services. Gunnison Valley is surrounded by mountains in every direction bringing in both a winter ski population and a summer hiking population as well. They serve a population of over 16,000 in the winter and 50,000 in the summer. However, with many tourists heading home at the end of each season, sending imaging via CD for follow-ups with home physicians quickly became a burdensome and very expensive task. Particularly, during the winter, mailing a CD could take weeks if a snowstorm hit the region. Embracing the Ambra Health #DitchTheDisk message with its young and athletic population, the marketing team was able to quickly spread the word regarding simplified electronic image-sharing. Today, imaging can be shared with patients and referring physicians in just a few seconds.

CHALLENGES

- Located in a rural and weather-prone area making sharing of imaging via CD very challenging.
- Large tourist population needing imaging access out of state or country.
- Local referring physicians frustrated with the lack of imaging access.

SOLUTION

- Images shared immediately through a secure email link with patients and referring physicians.
- Automated routing of imaging to high-volume referring physicians.
- Physicians and administrators impressed with speed and ease of use.

Image Transfer Across Mountains

Sharing imaging when your facility is surrounded by mountains is no easy feat. From winter skiers to summer hikers, and elk hunters, the population seen by the facility would often head home at the end of their respective seasons. It wouldn't be long before a call would come in from a patient or physician wanting to see imaging that was taken at Gunnison. Imaging was mailed and shipped on CDs, a process that could take up to two hours of administrator time per day, wasted thousands of dollars per month, and ultimately, delayed patient care and satisfaction.

Today, using Ambra Health, patients sign a consent form at the facility after an exam, and imaging is then emailed to them or their physician directly through a secure access link. One patient even found themselves in Germany, and within seconds, their imaging was shared with the German physician!

Ambra Health also acts as a secure second layer of storage and disaster recovery for Gunnison providing the flexibility needed for instant access, flexibility, and scalability.

Referring Physicians

Imaging is the currency for growing referrals. Gunnison found that other vendors were only willing to help them share with certain institutions or within certain regions. They needed the flexibility to send and create automated workflows with high volume referring physicians and centers of their choosing. One local urologist had refused to work with Gunnison any longer due to a lack of imaging access.

Today, Ambra Health has established an automatic workflow that routes imaging taken at Gunnison directly to the physician. Since then, the relationship has been reestablished and several other automated routing workflows have been created.

“Patients told me, ‘I want something that isn’t 20 steps’. With Ambra, it’s one step for them to have imaging access.”

-BRETT BRUCE, JD, MSRS

Ditch The Disk

With a large millennial population, the Gunnison marketing team was inspired to share Ambra's #DitchTheDisk resources. A patient's impression of a facility begins the moment they step through the doors. When time is wasted struggling to upload images off a CD or worse yet, letting them know their images are inaccessible for any reason, a sense of frustration emerges that may leave a permanent bad impression despite the otherwise strong offerings of the facility. Millennials are a particularly online-savvy generation with enhanced expectations regarding the accessibility of their healthcare data. #DitchTheDisk encourages facilities to move away from CDs and open the doors to rapid image-sharing.

Share imaging and reports with referring physician network using Ambra's Referring Physician Portal.

Grant physicians access to imaging and reports in an automated, web-based portal:

Patient	Study	Study Date	Uploaded	Actions
<input type="checkbox"/> PATIENT 3 (M) DOB 01-01-1991 MRN 03030303	CT HEAD CT 225 images Acc#: 789 RPhys: Dr. Smith	01-22-2007 10:41 AM	05-15-2020 11:08 AM	Download Reports
<input type="checkbox"/> PATIENT 2 (M) DOB 04-02-1990 MRN 02020202	CT SPINE CT 72 images Acc#: 456 RPhys: Dr. Smith	03-09-2006 05:00 PM	05-15-2020 11:08 AM	Download Reports
<input type="checkbox"/> PATIENT 1 (M) DOB 12-19-1978 MRN 01010101	MR CERVICAL MR 282 images Acc#: 123 RPhys: Dr. Smith	01-12-2015 08:51 AM	05-15-2020 11:08 AM	Download Reports
<input type="checkbox"/> PATIENT 4 (M) DOB 01-01-1995 MRN 04040404	STRESS ECHO W CONTRAST US 8 images Acc#: 101 RPhys: Dr. Smith	08-02-2016 07:00 AM	05-15-2020 11:08 AM	Download Reports

- ✓ Automatically share studies with individual physicians or practices using Ambra's dictionary functionality and routing rules.
- ✓ Enable physicians to view and download imaging and reports.
- ✓ Notify practices via email when new studies or reports are available.
- ✓ Customize the study list with your institution's branding.

Collaborate with Ambra's Team to Customize and Support Your Portal:



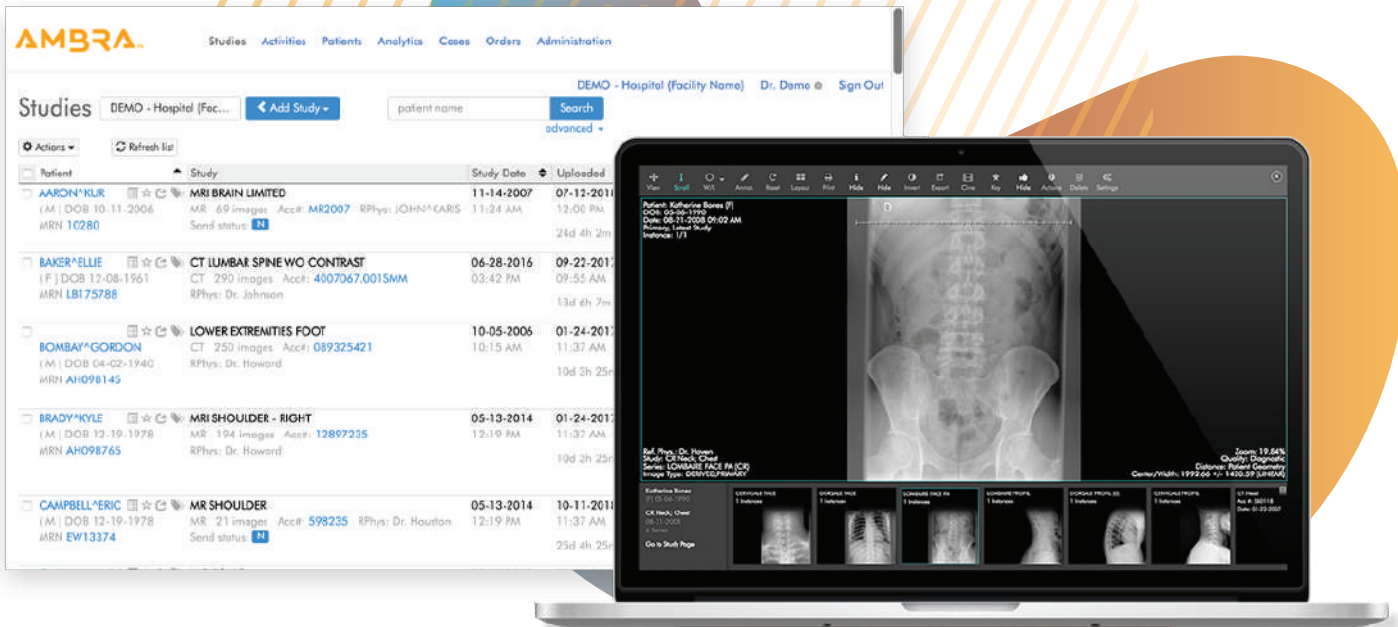
Dynamically add and manage referring physician users in your account.



Maintain security and control user access with customizable role permissions.



Provide practices with custom training materials and access to Ambra's 24/7 in-platform support.



About Ambra Health

Ambra Health is a medical data and image management SaaS company. Intuitive, flexible, scalable and highly interoperable, the Ambra cloud platform is designed to serve as the backbone of imaging innovation and progress for healthcare providers. It empowers some of the largest health systems such as Memorial Hermann and New England Baptist Hospital as well as radiology practices, subspecialty practices, and clinical research organizations to dramatically improve imaging and collaborative care workflows. As expert partners, we listen to our customers, understand their needs, and apply our extensive knowledge to deliver innovative medical image management solutions for the future of healthcare, now. Discover what the Ambra medical imaging cloud can do for you at ambrahealth.com.