

Palmer College Moves to Digital Imaging

Case Study - *Palmer Chiropractic College*

Davenport, IA * San Jose, CA * Orange Coast, FL

The largest and oldest chiropractic teaching institution converts to digital imaging. AMS is selected as its PACS partner.

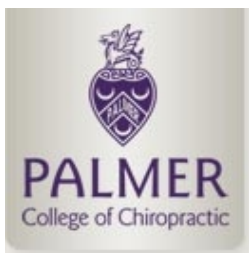
Palmer Chiropractic College facts::

Founded: 1897

Number of Faculty: 125

Alumni: Over 40,000 Campuses: 3 - Iowa, Florida, California

In the spring of 2007, AMS was awarded the PACS installation at Palmer College of Chiropractic, America's oldest and largest institution of its type. Palmer's original and largest campus is in Davenport, Iowa. This is a beautiful "heartland" city right on the Mississippi River. Palmer has two additional smaller, but growing, campuses. One is in east coast of Florida and the other in Northern California.



"The flexibility of the Catella PACS solution really shines in this type of application," noted Daniel Giesberg, President of AMS. "A college application is not the same as a medical facility application, but you want students trained on the 'real thing.' In applications such as Palmer College of Chiropractic one is faced with many unique needs, including security, access by large numbers of users, unique training issues and more. Our approach to product development and installation has allowed Catella to meet the challenge. In addition to Palmer, we have installed our PACS solutions in at least another

half dozen teaching institutions. We look forward to having more educational opportunities through our dealership channels."

A Team Approach

Palmer's move to digital was perceived, in part, by the building of a new clinical teaching building for the college. Their approach to how equipment their new radiology department to on a decidedly scholastic approach: study and decision.

After surveying the competing technologies and vendors, Dr. McLean



Dr. Ian McLean
Director of Clinical Radiology

asked Dale Grunwald to set up a meeting with his preferred solution providers. AMS and Quantum (representing both Quantum and Agfa) were asked to present a study session on digital imaging and PACS. "This was not your typical vendor

"beauty contest", according to Jeff Sauer, Senior Regional Sales Manager for Quantum. "Palmer is a school and we were asked to teach their senior IT executive and clinicians about our proposed technologies. There was a great deal of back and forth discussion. It was being back in college."

"At that time, there was no decision about vendors, but this meeting convinced us that this team knew their business," states McLean. "More important, they were very honest with us about the nature and challenge of moving a large

institution from film to digital imaging. They told us at this meeting that only after installation would we only begin to uncover how our workflow was really going to operate. Moreover, they assured us that they would work with us through these growing pains. They have been better than their word on this vital issue."



Davenport Campus

In addition to the typical PACS components (see table), a unique bone mineral density software based testing

PACS Configuration:

- Five 2-Monitor Diagnostic Workstations with RIS interface and monitor.
- Midas 300K PACS Server & 2 PACS-3M. Including Image Gateways, Archives, Automatic Image Back-Ups, Web and LAN Servers.
- Automatic CD Recorder & Labeler.
- 184 Clinical Review Stations.
- Film Digitizer.
- Osteogram bone mineral density software

program has been integrated into the PACS. With a simple x-ray of a patient's hand, a complete study can be completed in a matter of moments. At about one-tenth the cost of a typical DXA installation, OsteoGram will add an important new tool for Palmer College's wellness mandate.

With their new clinic and its advanced digital imaging and PACS systems, Palmer has entered its second century of service leading the way to better chiropractic practice and education.



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The order was secured by our Catella dealer, R-Five, Inc. Dale Grunwald has provided imaging consulting and solutions for many years. Working with American Medical Sales ("AMS), Quantum Medical (for x-ray equipment and DR products) and Agfa (CR systems sold through Quantum Medical) a very effective and cost-conscious solution was developed.

"One of our primary goals was to have the latest technology for our students, but also provide them with hands-on experience with all the possible x-ray systems they may experience in their practice," noted Dr. Ian McLean, Director of Clinical Radiology at Palmer. "We will continue to maintain our film processing, as film technology will still be found in many smaller practices for years to come. Now with both CR and DR solutions on campus, we can train our students on the latest advancements in digital imaging as well."

"Every clinic student will be trained in our state-of-the-art reading room where they will see on large screen displays what the professors do on their high resolution monitors," McLean explained. "Then they will take those lessons back to their own practicum work on computers stationed throughout the campus."

By the end of Fall 2007, similar systems will be in place at the Florida and California campuses. All three campuses will also be tied together for easy transfer of images.