

# Ten Years and Counting...

## Case Study-Parkview Imaging, Santa Monica, CA

*Parkview Imaging is owned and operated by Dr. Jerry Dalrymple. It is a major independent imaging center servicing Los Angeles County. Currently the center operates two MR, one CT, one mammography unit, two x-ray units and numerous other imaging modalities.*

On September 28, 1996, Dr. Jerry Dalrymple signed the purchase order for a Catella PACS system for his busy imaging center. Doing this made him an "early adapter" in this technology. Now, ten years later, PACS is becoming the standard for even the smallest private practice.

It may have been a big leap for Dr. Dalrymple, but when he jumps he goes for a record. "I remember installing Dr. D's system and how excited everyone in the practice was. They had been using a full function RIS for many years, and they were ready to take the next step," recalls William Lappen, CTO of American Medical Sales ("AMS"), which developed the Catella PACS system. "What we didn't expect was Dr. D's order to his staff to immediately unplug his film processor and empty out the darkroom. We really appreciated the confidence in our system, but generally when one makes such a big technological and workflow change, it's a good idea to keep a backup in place for a month or two." Dr. Dalrymple's confidence was well placed, however, and the backup system was unnecessary.



Parkview Imaging Center  
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At the time it installed the Catella PACS system, Parkview Imaging had a CT, a MR and an ultrasound. A CR system was added shortly thereafter. The center's initial archive was sized at 0.5 TB and its two radiologists were going to work on a single 2-over-2

diagnostic workstation. A film digitizer station was also included in the initial PACS system.

Over the years, new CT and MR units have been added, and today there are two CT's, two MR units, and a large number of other types of imaging modalities. The Catella PACS archive

**"Uptime with Catella® has been over 99%!"**

- Dr. Jerry Dalrymple, M.D.  
Director, Parkview Imaging  
Santa Monica, California



has grown to handle 5.0 TB of information and three separate dedicated workstations are used.

Has the investment paid off for Parkview? Absolutely. While reading volumes have greatly increased, the practice is still handled by just two radiologists. At the time of installation a search was on to find a third associate. No associate was hired since the efficiency of the practice was increased so dramatically after the conversion to Catella PACS.

"Uptime with Catella has been over 99%," according to Dr. Dalrymple. "Catella is incredibly reliable. Downtime is negligible. It allows us to be very efficient, and we can get back to referring physicians quickly which enables them to effect positive outcomes in patient treatments."

Having the trust and support of any client for over ten years is a record that AMS is proud to hold. It is a record earned by the reliability and durability of both the hardware and software that makes up the Catella PACS Network. It also speaks well for the

Service that Parkview Imaging has received from AMS' IT support personnel.

When the decision is made to "go digital" it is important to understand how completely transforming this will be for one's organization and how deeply dependent your enterprise will become on this new business system. Therefore, it is vitally important to select a solution and a provider that have a long track record of reliability and support. You want to look beyond the fancy talk and the glossy brochures. Talk to the business managers, to the senior staff and to the service professionals of the companies proposing solutions to you. More important than the brand name is whether these people are going to be available to support you. Will you see them after the sale? Do they have a track record that makes you confident in their ability to perform? Talk to their customers - not only to the professionals using the solutions, but to their IT and administrative staff. Then you will get a true picture of the provider who will become your partner for years to come.

AMS is proud of our ten year association with Parkview Imaging. Achieving long-term relationships with our end users has been a core goal of our digital business from its inception. We welcome your inquiries and will be happy to provide references upon request.



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