

# Moving to Digital Imaging

## Case Study - TOSC - The Orthopedic Specialty Clinic Salt Lake City, Utah

*TOSC is the leading orthopedic clinic in Salt Lake City. It has 8 sports medicine physicians, including 7 orthopedic surgeons. Its offices are adjacent to TOSH and two blocks from the new Intermountain Medical Center.*

The Orthopedic Specialty Clinic ("TOSC") is located in Salt Lake City, Utah. Situated in the midst of America's Rocky Mountain area, Salt Lake City is a magnet for those who love the active outdoor life. Host to the 2002 Winter Olympics, this area also is the permanent home of several U.S. Sports Teams, including the U.S. Ski and Snowboarding, Speed Skating and Cycling teams.



As a result, it is no accident that Salt Lake City has top tier orthopedic surgeons and orthopedic medical facilities. TOSC is the leading such facility in the area. It has eight sports medicine physicians, including seven surgeons. Its offices are located within The Orthopedic Speciality Hospital ("TOSH").

In 2006, TOSC decided that providing the best patient care required them to move to digital imaging. Working with their long-time independent x-ray equipment dealer, Simons X-Ray, TOSC reviewed their options for both equipment and PACS. Bob Bedont, Simons' Sales Manager, presented both DR and CR options. "In the end, every medical facility, even the best, has to look at three issues: image quality, workflow impact



and finally, cost. CR is much less expensive than DR, but TOSC gave each option equal consideration. We all finally concluded that CR provided the best combination of image quality and workflow flexibility for this facility."

Next, the team began to study PACS

solutions. "This almost sank the project immediately," noted Gene Oakes, TOSC Administrator. "Yes, PACS prices have fallen over the past few years, but many vendors still have systems that are not geared for either our business or our budget. We all tend to want to go with the name brand, but we began to realize that we needed to widen our search."

Through the Simons team, TOSC was introduced to the Catella PACS solutions from American Medical Sales ("AMS"). AMS has been a supplier to radiology dealers for over fifty years. "The foundation of our business is film technology. We are one of the largest x-ray viewbox manufacturer in North America," noted Daniel Giesberg, President. "In 1996 we began to develop our line of digital imaging products, knowing that it would only be a few years before film usage would begin to wane. However, we stuck to our dealer distribution channel because we correctly assumed that when digital imaging took flight, it would need to be supported by local staff, and our large network of independent x-ray dealers cover the map. No one multinational firm can field so many knowledgeable sales and service personnel."

After months of review, TOSC selected AMS' Catella PACS to complete their transition to digital. The system, as specified in the table inserted here, provides for the facility's current and future needs. "One of the things we liked about working with Simons and AMS is that they helped to us not overbuy," stated Oakes. "For example, they told us that storage costs would continue to drop, and they recommended that we only buy between two and three years of storage needs initially. This saved us tens of thousands of dollars. Moreover, their relaxed, but professional demeanor

during the installation and training period set a very positive tone for my staff during a transition that could have been anything but relaxed. Most important, they told us up front that no matter how well we planned, the structure of the final installation would end up different from what we thought we needed. When this happened, not only were Simons and AMS here to help, we were not faced with endless 'change orders'. We did end up paying additional sums, but the costs we incurred were fair and for items we had not anticipated.

Installation and training were finished in four days, and the system has been functioning nearly flawlessly ever since.

### **TOSC PACS Configuration:**

- Two 2-Monitor Diagnostic Workstations.
- Midas 200K PACS Server.  
*Including Image Gateway, Archive, Automatic Image Back-Up, Web and LAN Server.*
- Automatic CD Recorder & Labeler.
- 25 Clinical Review Stations.
- AMS-Managed Offsite Image Storage.

The next step will be the installation and integration of advanced orthopedic surgical templating software. The software has been reviewed by our surgeons and will be installed in the fall of 2007. Going beyond the clinic, this software will also be tied into the Intermountain Healthcare System's PACS to provide greater flexibility for all TOSC and TOSH physicians.



**Contact: J. Greg Perry, VP Sales**  
[Jgperry@digitalams.com](mailto:Jgperry@digitalams.com)  
 American Medical Sales, Inc.  
 4928 W Rosecrans \* Hawthorne, CA 90250  
 800-423-3535\*310-219-3200\*F:310-219-3201  
[www.digitalams.com](http://www.digitalams.com)