Gunnison Valley Health Enables Image Sharing from Colorado to Germany

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> " Some vendors only build tunnels that are convenient for them. Ambra* was willing to work with us and other institutions to make image exchange easy."

*Ambra is a previous product name for InteleShare

-Brett Bruce, JD, MSRS

Director of Imaging,
Cardiopulmonary, Respiratory
Therapy & Polysomnography Services
Gunnison Valley Health

Key Metrics

Within the first two months of going live, Gunnison **saved over $2,000 on CD shipping costs**

Reduction in time to view images from **weeks to seconds**.

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. 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 Intelerad #DitchTheDisk message with its young and athletic population, the marketing team was able to quickly spread the word about simplified, web-based image sharing. Today, imaging can be shared with patients and referring physicians in just a few seconds.

Benefits with InteleShare™

➡ Image transfer across mountains
➡ Automated workflows with referring physicians
➡ #DitchTheDisk to eliminate CDs and move to the cloud

GUNNISON VALLEY HEALTH

Overview

- Located in Gunnison Valley, Colorado
- Gunnison is a top 100 critical access care hospital
- Patients are often part of a tourist population

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

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Key Benefits

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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 InteleShare, 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!

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

> "
> Patients told me, 'I want something that isn't 20 steps'. With Ambra*, it's one step for them to have imaging access."
>
> *Ambra is a previous product name for InteleShare
>
> -**Brett Bruce**
> JD, MSRS
> Director of Imaging
> Gunnison Valley Health

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.
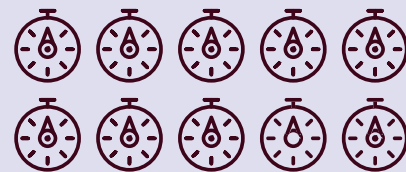
They needed the flexibility to send and create automated workflows with high volume referring physicians and centers of their choosing. One local urologist had refused to work with Gunnison moving forward due to a lack of imaging access.

Today, InteleShare helped Gunnison establish 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.

Ditch the Disk

With a large millennial population, the Gunnison marketing team was inspired to share Intelerad'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.

CDs WASTE TIME & MONEY

81% of healthcare orgs say **CDs take up too much time.**