

# Austin Radiological Association



## Why Fuji?

*“With the sheer number and complexity of our facilities and subspecialty within our practice, a rules based (auto-routing) PACS would be completely unmanageable. We wanted a system with superior flexibility to simultaneously allow for both a centralized reading model and a multi-site distributed reading model to maximize radiologist efficiency”*

Neal Rutledge, MD  
Radiologist, Partner  
Austin Radiological Assoc.

## A Business Case for PACS

Austin Radiological Associates (ARA) is a private radiology practice with 51 radiologists reading over 750,000 annual procedures. Operating 15 outpatient imaging centers and serving 10 hospitals, they have experienced an annual growth rate of 20 percent. Imaging was done with traditional film, and distributed by 26 couriers using intricate routes between multiple facilities. Distributing films for 2,500 referring physicians had become costly and inefficient. Maintaining the quality and level of service while supporting their high level of growth was a challenge. The staff at the 25 sites had grown proportionately to over 500 but relative productivity of the radiologists and support staff was declining. Adding additional radiologists and staff was no longer an option.

ARA decided the only way they could continue to fuel the growth of their practice and achieve a high level of efficiency was to invest in a technological infrastructure at the heart of which was a sophisticated PACS. “With the sheer number and complexity of our facilities and subspecialty within our practice, a rules based (auto-routing) PACS would be completely unmanageable,” says Dr. Neal Rutledge who headed up ARA’s PACS evaluation process. “We wanted a system with superior flexibility to simultaneously allow for both a centralized reading model and a multi-site distributed reading model to maximize radiologist efficiency.”

### Virtual Radiology — Enterprise Workflow

ARA chose Fuji’s Synapse® PACS and Digital X-ray solutions to completely transform their practice to an all-digital, virtual radiology environment. General X-ray was converted to digital using Fuji’s wide line of Digital X-ray products including the SmartCR™, FCR 5000 and Fuji SpeedSuite™. All data from the CR units and over 160 other modalities are directly acquired in DICOM to Synapse. Synapse is interfaced directly to the RIS, without the need of a broker. Synapse is a completely web-based PACS with thin client workstations for both radiologists and referring physicians. “The web-based design of Synapse provides us with the ultimate distribution tool for both primary read and remote consultation”, states Dr. Rutledge.

**SYNAPSE**  
Intelligent Connectivity



*“Our Synapse PACS in combination with our high speed WAN and SAN is enabling us to further expand our practice and fuel additional growth. It will help us provide a superior service to our customers and achieve a level of efficiency not possible with other PACS approaches”*

Doyle Rabe  
CEO  
Austin Radiological Associates

**Facility Facts**

- 750,000 Annual Procedures
- 51 Radiologists
- 2,500 referring Physicians
- 25 Image Acquisition Sites

**PACS Facts**

- Clustered PACS Database
- Clustered Multifunction Servers
- EMC Symmetrix® SAN
- 40 Dual Display Workstations
- 100s of Single Display Workstations
- 160 imaging Modalities
- IDX RIS

For ARA, Synapse provides extraordinarily fast access to all data from any of the ARA facilities via an OC-3 wide area network (WAN) and any other location via the available high speed Internet access prevalent in the Austin metropolitan area.

**The Data Center — Enterprise Infrastructure**

Along with Synapse, ARA implemented an EMC Symmetrix® Storage Area Network (SAN) and a high bandwidth OC-3 WAN. Synapse was interfaced directly to the SAN, requiring no additional archive. “Fuji’s ability to interface Synapse directly to the SAN provides the ultimate digital backbone for ARA, for scalability, reliability and fast disaster recovery”, said R. Todd Thomas, Director of Information Systems for ARA. “Our Synapse PACS in combination with our high speed WAN and SAN is enabling us to further expand our practice and fuel additional growth. It will help us provide a superior service to our customers and achieve a level of efficiency not possible with other PACS approaches,” adds Doyle Rabe, CEO of ARA.

**Synapse — The Next Generation PACS**

Synapse represents the first next generation PACS developed and supported by a large imaging company. Synapse was designed to meet the challenges presented by today’s healthcare industry and with its open architecture it will also meet those of tomorrow. Synapse is designed around four design cornerstones — On Demand information access, Cascadable™ Architecture, Integrated web technology and a Consistent User interface whether a user is on the internet or intranet. Synapse is the Next Generation PACS.

**FUJIFILM — Providing the Path to Your All Digital Future**

Synapse and Digital X-ray lines comprise the total solution to the challenge of Image Capture, Display and Storage of patient images and information in the healthcare environment. To take the first step on the path to an all-digital future, contact your FUJIFILM representative or visit us at [www.fujimed.com](http://www.fujimed.com) for more information on our broad range of imaging and information products.



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