

CUSTOMER CASE



"I consider the DX-D 300 an important tool that keeps our Centre at the forefront of diagnostics."

*Dr. Surender Reddy,
Owner & Managing Director*

Vijaya Diagnostic Centre, Hyderabad, India

DX-D 300's rapid image display **helps diagnostic center perform more exams**

One of India's largest private X-ray centers has installed a state-of-the-art DR solution to modernize its practice and increase patient studies



Hyderabad, at the crossroads of Northern and Southern India, is among the nation’s fastest growing areas thanks to the flourishing IT, biopharmaceutical and media industries. With nearly 16 million people, it is India’s sixth most populous metro area.

Healthcare is also flourishing, with a 10 percent annual increase in patients forecast over the next decade. Demographic expansion, rising incomes and an aging population translate into disease profiles shifting from chronic ailments like malnutrition and infectious diseases to lifestyle-related disorders, such as arterial and circulatory conditions, cancer and diabetes.

Agfa HealthCare’s contribution

- The DX-D 300 is a versatile, highly affordable solution offering image quality and productivity benefits of Direct Digital. In addition to excellent image quality, its Cesium Iodide detector technology offers immediate image availability. Optional MUSICA² image processing delivers consistency and excellent contrast detail.

With 22 locations across South India, Vijaya Diagnostic Centre has been meeting the region’s needs for radiology studies, as well as pathology and microbiology tests, for more than 30 years with a wide range of technologies under one roof. The Centre was founded by Dr. Surender Reddy, who has been instrumental in bringing new technologies to India. The main center in Hyderabad is equipped with 128 slice CT, a dual head SPECT gamma camera, PET CT, and a 3.0 Tesla high field MRI. The latest imaging innovation to be added to this roster is DR, performed in a newly renovated procedure room. The center serves a wide range of public and private sector clients including banks, airlines, factories and other prestigious organizations.

DR’s immediate image display enables more exams

“The area’s recent affluence has contributed to more lifestyle diseases as well as increased demand for our services by new businesses wanting pre-employment testing, including chest X-rays,” Dr. Reddy says. “And once hired, many companies pay for X-ray exams for

“DR’s ability to immediately display the image after acquisition increases staff productivity and patient throughput.”

*Dr. Surender Reddy,
Owner & Managing Director*



an employees’ immediate family, such as the employee’s spouse or children. As a result, we’ve seen our practice dramatically grow from one location in 1981 to 22 sites today. The average, daily X-ray volume at each location is 200 exams spread across multiple modalities, so we’re always seeking better ways to handle this growing patient workload.”

But finding the right approach to faster exams without sacrificing diagnostic confidence is a key challenge. Until last year, Vijaya Diagnostic Centre relied on a variety of dispersed digital modalities from multiple vendors throughout its many locations linked by a third-party PACS. A primary limitation of many of these modalities was a 4 to 6 minute delay for images to display following acquisition. The technologist had to wait for each view to appear before proceeding to the next one, or releasing the patient. Over time, it severely limited the number of scheduled exams despite most locations being open 14 hours daily.

“When we upgraded a procedure room at our main facility, we saw an opportunity not only to advance to DR’s excellent image quality, but also increase staff productivity and patient throughput thanks to its near-instant image display,” said Dr. Reddy. At the same time, the doctor was impressed by DR’s potential to reduce X-ray doses to the patient due to its Cesium Iodide detector*.

And with space always at a premium, the Centre decided a small-footprint solution was desirable. Dr. Reddy and his radiology team asked to evaluate Agfa HealthCare’s compact, floor-mounted DX-D 300 DR solution.

DX-D 300
Floor-mounted DR solution

- Handles a broad range of general and specialty X-ray studies
- Flexible and affordable, combining a single detector with fully motorized positioning
- ‘U-arm’ allows lateral cross-table exams on rolling tables
- Cesium Iodide DR detector technology offers potential for dose reduction

* Potential for dose reduction claim only applies to the DX-D 100, DX-D 300, DX-S, and DX-M (general radiography only) systems.



Did you know ...

- The DX-D 300's motorized arm rotation, height, source-image distance and detector rotation can be adjusted three ways: via its console, infrared remote control, or buttons on the tube head and bucky.
- Hyderabad was once a center for trading diamonds and pearls. Its new glitter is the Telugu language film industry, known popularly as Tollywood.
- Hyderabad has more than 1300 IT companies and houses the Indian headquarters of Microsoft, Google and Facebook's only office in India.

DX-D 300 provides affordable path to DR in private facilities

Radiology staff at Vijaya Diagnostic Centre found the DX-D 300 to be a straightforward, affordable solution offering many productivity benefits associated with going direct-digital. "Our radiologists felt it had the best blend of image quality with immediate image availability," Dr. Reddy says. "Its MUSICA² image processing software also provides a consistent display regardless of the exam type performed. The quality doesn't vary from one patient to the next, or between different technologists."

This consistency reflects positively on the Centre's professional reputation since physicians throughout India are often sent images for information or consultation. Also, because many foreign nationals now work in India on temporary visas, it is not unusual to send image files to home-town doctors in Canada, Australia, the UK or US.

Today, the main center's DR procedure room can accommodate 150 or more patients daily just for the DX-D 300 because of the shorter exposure-to-display time, which Dr. Reddy says helps make it cost-effective in the long run. Technologists in particular like the ability to stay with the patient at all times, along with shorter waiting intervals between procedures that the DX-D 300's fast image display fosters. The solution's fully-motorized U-arm makes positioning easy even for difficult exams, such as those involving elderly or limited-mobility patients.

Dr. Reddy also believes the solution has the potential to reduce X-ray dose to the patient, a benefit he feels results from less peak kilovolt power (kVp) used for exams. "I consider the DX-D 300 an important tool in our range of modalities that keeps our Centre at the forefront of diagnostics." •

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