

Access the Future of Healthcare.



Our Enterprise Imaging Manifesto.

How Consolidated Clinical Alignment of data will drive
your health system's business, clinical, and operational excellence.

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To achieve healthcare's complex objective of delivering outcome- and value-based care while reducing costs, we see new opportunities for efficiencies across multiple functions. We believe that transformational technology can advance workflow productivity of clinical providers, as well as the functions that support them, as under-utilized medical images -- and the over-utilized resources that manage them -- evolve into an integrated, strategic asset of the organization.

We at Agfa HealthCare believe that the ability to optimize resources through a **consolidated imaging management platform** will become a competitive advantage for our clients. The opportunity exists to improve the business, clinical, and operational performance of a health system through Consolidated Clinical Alignment of the full patient record. Ubiquitous access to all patient data, including medical images, can help drive system-wide collaborative care both within the hospital walls and with affiliates, supporting today's model of shared decision-making and value-based care.

We are committed to support our clients' sustainable delivery of quality care with **Enterprise Imaging services** that empower physicians to make timely, informed decisions through multi-specialty collaboration, utilizing secure access to a single comprehensive patient record, thereby advancing quality patient care and cost containment. Our commitment to our clients is to **ELEVATE** their ability to deliver quality care by advancing systemness across the enterprise and driving out costly, risky inefficiencies of the past.

A photograph of two business women standing on a modern, light-colored wooden staircase. The woman on the left is seen in profile, wearing a blue blazer. The woman on the right is facing her, wearing a black blazer over a red top. They appear to be in conversation. The staircase has a clean, minimalist design with light wood paneling. The background is a plain, light-colored wall.

Five Strategic Drivers to Success.

1. Emulate EHR Convergence and achieve Consolidated Clinical Alignment.

Our lives are constantly improved by innovation that converges technologies and disrupts the status quo, bringing benefits to both our professional and our private lives. Your own smartphone, for example, converges dozens of once-standalone devices and applications (You can easily name five, right? Ten?), delivering significant convenience and cost savings. Similarly, EHRs converge multiple patient information systems that were once standalone, unconnected silos.

To meet contemporary financial demands, every possible opportunity for leveraging resources must be explored. The EHR model fully applies to pixel intelligence as it does to textual intelligence. Image data consolidation reduces cost, complexity, and the resource-draining need for multiple integrations.

Consolidating data from disparate sources on a standards-based platform allows clinical, research, and academic teams to leverage the new, rich data lake to enable AI and Machine Learning. The **Agfa HealthCare Enterprise Imaging Platform** features standards-based APIs and a powerful rules-based workflow engine to leverage best of breed or native AI applications.

The CIO and IT functions typically support as many as 70 distinct service lines that capture and consume medical imaging. Converged single platform technology is required to bring order and drive value of these disparate systems, workflows, and behaviors across the enterprise. We believe that **Consolidated Clinical Alignment will enable high-impact, data-driven, cost-conscious care**, compared to the complexity of maintaining multiple and redundant systems.

EXECUTIVE TIP:

Look for a purpose-built single platform consisting of modular services to leverage your IT investments incrementally as part of your organization's strategic growth plan, not the vendor's. Standards-based interoperability services anticipate future IT needs due to merger and acquisitions (M&As), accountable care organizations (ACOs) and other regional collaborative initiatives – as well as the incremental end of life/end of service contract drivers of departmental image system consolidation.

2. Build a relationship that anticipates changing IT demands.

As with any large IT project, adoption is key to a successful implementation, which we define as a successful reduction of the total cost of delivering the capabilities the new technology is tasked to provide. Without clear leadership, an IT change management initiative can deteriorate into an expensive PowerPoint deck, which meets few of the organization's goals. Source a team with a proven record in helping institutions build a governance framework, including a cross-departmental strategic decision-making body, implementation processes, and agreed-upon key performance indicator (KPI) definitions and metrics.

Only consider an experienced vendor that respects and values your long-term success and offers a methodology to align the program with your strategic goals and culture. Demand a team that will work with you to support your goals of quality delivery of care, efficiency gains, and reduced variable costs.

Take the time to define measurement units for goals such as:

- > Clinical workflow productivity improvements
- > Efficient utilization of scarce IT and staff resources
- > Reduced storage and maintenance costs
- > Improved revenue capture.

EXECUTIVE TIP:

Demand a vendor that is proactive in guiding your ability to both adopt and adapt — as you measure progress before, during, and after the step-by-step deployment -- and jointly course-correct throughout the process.

Demand a knowledge-transfer process that includes a plan for empowering your team to get the most value from the solution natively. Your team's goal is to be "hand's-on proficient" in exploiting the technology's capabilities. Seek a vendor whose goal is to help you be self-sufficient. Build an inclusive and accountable team empowered with the executive charter to understand multiple clinical workflows, change management, and IT resource challenges to develop feasible, adoptable processes.

3. Control access to data and guard fewer gates.

It is imperative that a contemporary system be secured efficiently against data loss and protected against external attack. Look for a solution that enables a controlled environment for managing and sharing images, including a secure single sign-on framework that provides context controlled and audited access to data. The genuine standards-based consolidation platform facilitates security hardening, thus reducing multiple points of security failure. Single platform technology arguably enables your team to guard fewer gates.



By consolidating the number of IT systems to manage, the Enterprise Imaging platform helps to limit the total number of potential points of data breach by, for example, replacing “rogue media” such as thumb drives or personal email attachments with a controlled, audited enterprise-wide multimedia platform. (Refer to #4 for further discussion of Patient Engagement and Satisfaction, another benefit of secure image exchange.)

Enterprise Imaging enables accurate attribution of metadata to episodes of care, providing actionable information and a trail of documentation, for use in revenue and risk mitigation gains. With patient safety in the forefront of quality care delivery, easy access to secure and accurate patient data becomes a necessity to clinical and fiscal excellence. Support busy clinicians with clinical confidence in the records they view and drive both their productivity and satisfaction.

4. Foster patient engagement and satisfaction.

We believe that providing a secure platform for interactive sharing of visual data is an important differentiator for our clients. Consolidated Clinical Alignment with Enterprise Imaging delivers patient-centered information and can improve understanding of medical conditions and timely access to clinical treatment, which contributes to patient satisfaction and loyalty. Access to visual information advances personal engagement, which can advance compliance, as well as patient satisfaction in care received. Enterprise Imaging is designed to support our clients in their quest to minimize risk of patients shifting to alternative sites for care.

Unfettered information sharing – online, in the cloud, and with a single-click url – puts the patient first and helps reduce unnecessary imaging exams and fragmented care. Advances in easy-to-use mobile applications allow both patients and clinicians to review a variety information on demand, yet securely. Expect efficient use of patient and facility time with universal, zero-footprint applications that enable interactive engagement, such as “medical selfies” to speed rapid, remote assessment of wound healing states by clinicians, or mobile viewer access to images to help speed patient discharge by busy physicians.



5. Put Agfa HealthCare on your team -- Enterprise Imaging is no place for beginners.

From our first pioneering breakthroughs in imaging technologies, we've been connecting visual information and those who need it for over 150 years. Agfa HealthCare understands the challenges driving change in contemporary care delivery. We combine deep clinical experience with an advanced IT future focus to provide the proven solutions and governance guidance needed to support your clinical and technology strategies.

No other vendor can deliver what we have – a purpose-built set of services and field-tested experience designed to consolidate cross-network medical knowledge and advance value-based care. Rules-based workflow engine standardization brings one learning curve application across multiple service lines, with enough flexibility to support unique actors and workflows. It's the way we connect it together that sets us apart.

We team with your IT and clinical leadership to align IT investments with your goals, culture, and resources. Our commitment to you is to **ELEVATE** your ability to deliver quality care by driving out costly, risky inefficiencies of the past. To each relationship, we commit our clinical expertise and IT guidance to advance systemness and transform high-impact care delivery throughout your organization.

Efficient management of multi-specialty imaging data
Leadership, trust, and continuous improvement
Elimination of unnecessary, redundant, and delayed care
Value-based processes for consistency across disciplines
Access to the full view of the patient by all stakeholders
Technical sustainability through knowledge-transfer and innovation
Excellence in achieving business, clinical, and operational goals



Enterprise Imaging Platform

Agfa HealthCare Enterprise Imaging Platform is a breakthrough technology designed to put the CIO in control of costs and personnel to catalyze care delivery transformation to business, clinical, and operational excellence.

Author's Note:

This manifesto was developed thanks to the leadership and vision of many talented colleagues at Agfa HealthCare, as well as the insightful comments generously shared by a variety of our clients. I am indebted to them all for their dedication to the improvement of sustainable healthcare delivery.

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Director Marketing and Communications - Agfa HealthCare North America, is focused on strategies that drive adoption of responsible, disruptive technologies. She is an evangelist of standards-based IT systemness and the converged platform approach as the key to achieve high-impact healthcare.

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