

CASE STUDY

Making Capital Purchases Count

How Cutting-Edge Imaging Equipment
Keeps Healthcare Local



**Imaging Solutions for
Rural Health**

» About Fujifilm

Fujifilm Healthcare Americas doesn't fit the big-brand mold when it comes to medical imaging vendors. We're more of a down-to-earth, one-on-one, talk-over-coffee and let's get it done imaging solutions partner.

Just like you, we believe everyone should have access to quality care close to home, including advanced CT, XR, MRI, PACS and ultrasound services. That's why Fujifilm imaging solutions deliver cutting-edge technology—with staying power.

We also offer comprehensive pricing so you can focus on your patients' health knowing you've made the best capital investment for your hospital's financial health.

An example? Fujifilm provides unlimited applications training as long as you are under warranty or contract. That means no nickel-and-diming. No additional charges. No unexpected bills down the road.

Your patients count on you. You can count on Fujifilm.



Scott County Hospital At-a-Glance



Size:

25-bed critical access hospital
with diagnostic imaging



Location:

Scott County, KS



Area/Population:

4,000



Facility:

Became a CAH in 2004
Newly constructed facility
opened in 2012



»» About SCH

Scott County Hospital (SCH) is a critical access hospital (CAH) serving residents in and around Scott County, Kansas. Modern facilities, state-of-the-art equipment, and comprehensive services help position SCH to be a healthcare provider of choice.

The hospital is committed to providing patients with quality, cutting-edge care—close to home. With this goal in mind, SCH continues to take important steps to improve the financial health of the hospital with an eye toward future viability.

»» The Challenge

Scott County Hospital's vision is to build and maintain the trust, confidence, reliability and access their patients seek. To do that, the hospital needed to remain financially viable—even in the midst of the most volatile healthcare and economic times in its history. Decreased reimbursements, outmigration and a critically short supply of healthcare professionals added to the hospital's challenges.

SCH was committed to providing the highest quality care while improving its economic viability both in the short term and in the future. To make progress toward this goal, SCH identified areas for improvement. This included replacing its decade-old 16-slice scanner with a new solution that would:

- Ensure patients had access to exceptional imaging services without having to travel to larger facilities.
- Provide cutting-edge technology with the opportunity to expand services at the lowest capital investment.
- Help increase patient volume without sacrificing quality.

“When we started evaluating different vendors, I didn’t have real high expectations going into the Fujifilm demo because the Scenaria View was new to the market. Obviously, I was quite surprised. I immediately saw great value with many unique features that really piqued my interest.”

- Heather Wren, BS, R.T. (R)(M)(C), LRT, Imaging Manager, Scott County Hospital



» The Solution



SCH evaluated several imaging solutions vendors, including “big-brand” OEMs—as well as Fujifilm. To SCH’s admitted surprise, Fujifilm was a stand-out even though they did not own a previous CT scanner or have a relationship from them.

Fujifilm Scenaria View 128-slice CT solution checked all of the boxes on SCH’s must-have list:

<p>✓ Cutting-edge technology</p> <p>Advanced technology would help keep patients local and offer the flexibility to expand services in the future. Scenaria View’s innovative features include:</p> <ul style="list-style-type: none"> • Wide 80cm gantry aperture: Spaciously accommodates even the most challenging patients. • 550 lb. table weight capacity: Accommodates most patients with obesity disease. • The only standard table that can shift up to ± 10cm left/right: <ul style="list-style-type: none"> > More accurate patient positioning: Provides improved spatial resolution. > Easier patient positioning means less stress on technologist: Especially beneficial in rural hospitals where technologists often work alone. • Improved workflow with SynergyDrive: More patients scanned translates into increased patient scan volume and revenue. 	<p>✓ Increased speed</p> <p>While SCH’s throughput may be lower than bigger hospitals, the “need for speed” was a priority for enhancing the patient experience. <i>Example: Abdomen and pelvis scan previously took 20 seconds vs. 6 seconds with Scenaria View.</i></p>
<p>✓ Superior image quality</p> <p>Iterative reconstruction processing (IPV) provides significant dose reduction without sacrificing image quality. SCH notes:</p> <ul style="list-style-type: none"> • Previous scanner provided “sufficient” image quality with “acceptable” radiation dose. • New Scenaria View provides “superior” image quality with “low” dose. 	<p>✓ Rural-centric service and support</p> <p>Fujifilm’s proactive approach to keeping a system up and running—and a personalized approach to serving the unique needs of rural hospitals—was a tipping point for SCH. This included:</p> <ul style="list-style-type: none"> • Remote monitoring to predict potential issues and make fixes prior to a system going down. • Unlimited applications training while under a service agreement. • Support call center staffed by trained technologists.
	<p>✓ Cost vs. value of features and functionality</p> <p>Fujifilm provided:</p> <ul style="list-style-type: none"> • Best total cost of ownership. • Flexible financing and payment options. • Unlimited applications training for significant long term savings.

THE RESULTS

Since SCH installed the Fujifilm Scenaria View CT scanner, the hospital has seen a significant increase in all of their exam types.

	18 months prior to installing Scenaria View:	18 months since installing Scenaria View:
 Average Scans	128 Scans per month	160 Scans per month
 Related Revenue	\$174,150 per month	\$226,230 per month
Revenue Increase Nearly \$1,000,000 in 18 months		

WANT TO LEARN MORE?

Contact your Fujifilm Representative or Dawn Donley, Inside Sales Specialist, at dawn.donley@fujifilm.com or (203) 951-8691.



“A lot of what fed into our decision was not just the extraordinarily robust system they offered, but the people we dealt with. They were very responsive. I’ve been so pleased with Fujifilm that I’ve already made an agreement with them to buy an MRI system. That’s a fairly large investment, but they’ve earned it.”

- Mark Burnett, President and CEO
Scott County Hospital



“We’ve been so impressed with the scanner; the image quality; the service and support—that I would definitely recommend Fujifilm to other rural hospitals. In fact, due to our increased volumes, we are in the market for an MR and CT tech as well.”

- Heather Wren, BS, R.T. (R)(M)(C), LRT, Imaging Manager
Scott County Hospital