

# Synergy Medical Success Story

Radiologists : 31 | Exams: ~100,000/yr

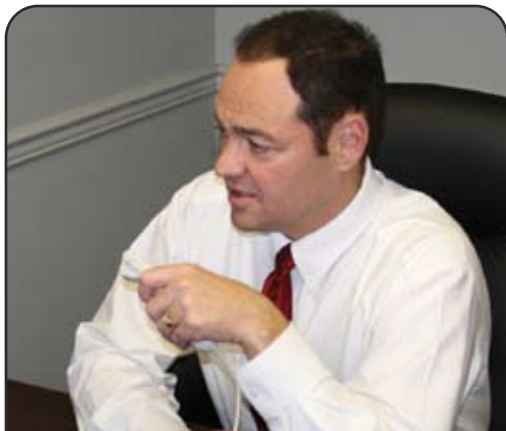
## Ramsoft PowerServer at Synergy Medical

Take a core competency, diversify, and fill an unwanted need. That's exactly what the physicians of Radiology Consultants, a group of 31 fellowship-trained specialty radiologists in Little Rock, Arkansas did in 2003 when they founded Arkansas Medical Imaging, soon to be known as Synergy Medical.

Radiology Consultants observed a number of forces emerging that dictated that they look for a new business model to supplement their practice income. One was the incursion of CT/MR centers in their local area. The other was the demand for specialty radiology services by small facilities across the state. At the time they were fulfilling that need by sending radiologists to off-site locations to perform interpretations. But at the same time they were understaffing themselves. "It was very inefficient in terms of deploying our manpower," says Michael Beheshti, M.D., one of the members. "Everyday we had physicians driving from facility to facility. We had to find a better way."

Beheshti, a vascular and interventional radiologist, decided he might be able to solve both problems at once, by creating a company that could serve underserved communities while fortifying Radiology Consultant's core business by offering products and services that required their expertise but were not dependent upon image interpretation. "Our solution was to build a network of digital images where the images moved, not our people," says Beheshti.

Beginning in January 2003, Beheshti and his colleagues spent six months studying the latest technologies in digital image capture and PACS. "We were fortunate in having Chuck Socia on our team. He is probably the leading PACS authority in all of the mid-South if not in this half of the country," said Beheshti. Socia is a radiology technologist, and a member of the SCAR Committee that is developing the PACS Administrator Certification Examination.



Dr. Michael Beheshti

"I said to Chuck, find us a PACS that would be reliable, scalable, and flexible," he recalls. "We would need to be capable of going into large hospitals, small hospitals, and clinics and we would need to network them together so we could send images to multiple reading sites. The RamSoft product, because it was designed for the web, was perfect for what we needed."

With RamSoft's PACS product and a digital image capture product from Konica, Synergy Medical was born. "RamSoft's PACS is uniquely suited for what we were trying to provide our clients because basically it is full PACS that is web-enabled. Most of the upper tier PACS have not been designed as web-based products – the web capa-

### Success Snapshot



#### Challenge:

To unite all facilities under one workflow by utilizing a system that is reliable, scalable, and flexible.



#### Result:

Large hospitals, small hospitals and clinics were unified under a **single workflow**. Increased flexibility and the **elimination of redundant tasks** increased productivity.

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- Michael Beheshti, M.D

bility has been an add-on. From the very beginning, RamSoft’s PACS was designed as a web product.”

Because Beheshti still practices medicine half the time and runs Synergy Medical the other half, he works in a facility that has a multi-million dollar PACS system. “When I go home I have to look at images off the hospital’s system on a scaled-down web viewer. But when I go home and look at images on my RamSoft PACS from my own clinic, I have full workstation capability and this is one of the important benefits of RamSoft. It’s like teleradiology on steroids.”

Right now Synergy Medical has five employees in addition to Beheshti – a director of marketing and 4 PACS administrators who provide what Beheshti calls “centralized PACS administration.” “It’s an ideal solution for facilities doing 10,000 to 25,000

images a year,” he explains, “where administration feels they cannot afford to hire a full time PACS administrator and there may be no one in the radiology department that could serve the PACS administrator function.” Synergy Medical comes into the facility and trains one or two radiology technologists to be “super users” of the system. They then serve as the PACS administrator because the RamSoft system allows Synergy Medical to monitor operations and troubleshoot remotely. “Our team can solve problems from hundreds of miles away,” says Beheshti. “The only time we need to go on site is if there is a hardware problem.”

Beheshti thinks the RamSoft PACS solution is ideal for many geographic locations in the country and has been proven by the Arkansas experience. In fact, Synergy Medical has grown outside the state of Arkansas and is now providing services in Mississippi, with plans to expand into Tennessee, Louisiana and Texas.

The firm also makes sure its clients’ images are well protected. Clients have onsite image storage, but their images are also stored in two separate locations in Little Rock. There is a fully redundant center there, which stores images on a live spinning disk in a RAID 5 configuration. A second copy of these images is stored at another site, making the system extremely secure. All facilities are HIPAA compliant.

While Synergy Medical is still a young firm, it appears to be a very successful model. “Our first two clients have come up for renewal and both have chosen to continue with us,” says Beheshti. Sounds very good so far.

Michael Beheshti, M.D. completed his undergraduate work at Brigham Young University and received his M.D. degree from the University of Utah. While in medical school he was a Mariner S ECCLES Fellow in Public Policy for two years and was elected to Alpha Omega Alpha. Following medical school, he did a year of internship in internal medicine at Wilford Hall Medical Center in San Antonio, and practiced as a flight surgeon for the Air Force for two years at Warren AFB in Cheyenne, Wyoming. He received his training in vascular and interventional radiology at Yale after which he returned to the Air Force, finishing up his commitment at Wright Patterson Air Force Base. He joined Radiology Consultants in Little Rock in 1997.