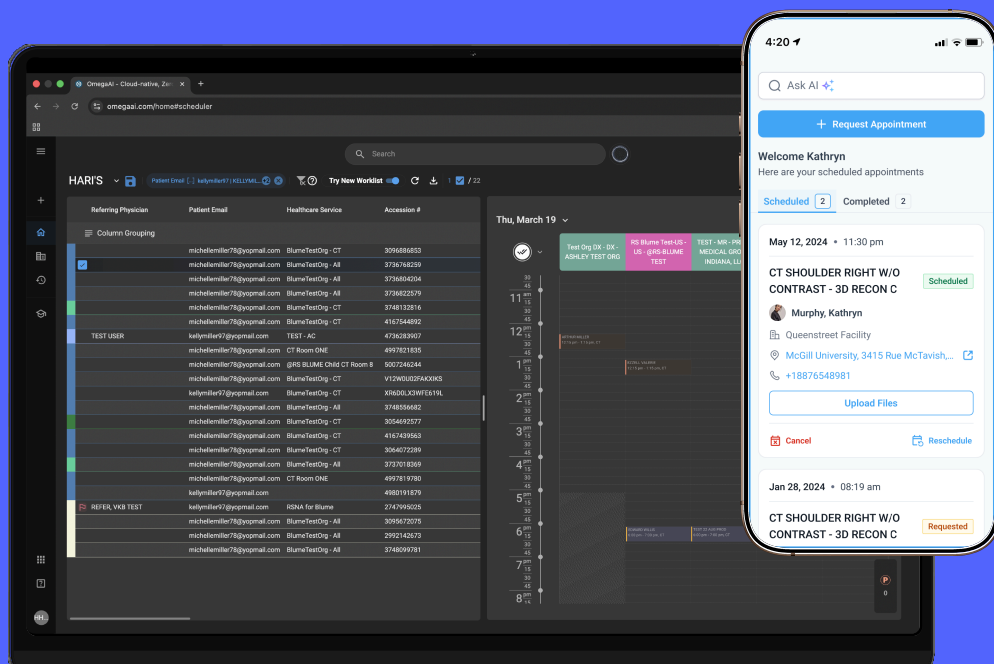


Accelerating Patient Value

Engagement ROI in Radiology
A Strategic Guide to Imaging Accelerated



INTRODUCTION

Radiology is under pressure to meet rising patient expectations while maintaining efficiency and growth. Patients now expect the same digital convenience they experience in other industries,¹ yet many imaging organizations remain tied to manual workflows, fragmented systems, and outdated communication methods. The impact is clear: higher no-show rates, delayed results, and patient dissatisfaction.

Patient engagement is now a proven driver of ROI.² By adopting digital-first tools³ like Blume® and leveraging RamSoft®'s cloud-first ecosystem with AI partner integrations, imaging practices can reduce administrative burden, increase throughput, and strengthen patient trust. This white paper explores practical strategies and measurable outcomes that help radiology teams deliver faster, more patient-centered care—true to RamSoft's promise of Imaging Accelerated.

20.97%

Projected CAGR of 2025-2030 For the global patient engagement solutions market*

\$27.63B
USD

Estimated market size in 2024*

72.27%

The largest revenue share in 2024: web/cloud-based delivery (patient engagement solutions)

27.05%

The largest revenue share in 2024 for type: AI-driven engagement segment

*Source: Grand View Research

Today's patients expect the same digital convenience and transparency from healthcare that they experience in other parts of their lives. In radiology, that means offering self-service tools for scheduling, results access,⁴ and communication. Without these, reliance on manual scheduling and outdated CD or fax-based sharing drives up administrative workload and slows care.¹⁹ When engagement is overlooked, the consequences are significant: missed appointments increase, data errors creep into workflows, and patients look elsewhere for care.²⁰

Strong engagement strategies deliver measurable ROI. By streamlining scheduling and intake, imaging centers cut administrative costs. By giving patients easier access to their records, providers see fewer delays and better care coordination.⁵ And by fostering trust and convenience, practices build long-term loyalty. Patient engagement has become essential—a strategic driver of operational efficiency and sustained growth.

BARRIERS TO PATIENT ENGAGEMENT IN IMAGING

Despite the clear benefits, many imaging organizations still face challenges that limit true patient engagement.⁶ These barriers not only frustrate patients but also add cost and inefficiency across the care journey. Key obstacles include:

- ▶ **Fragmented systems⁷ and paper-based workflows**
Disconnected tools and manual processes slow down scheduling, reporting, and data sharing, creating gaps in care.
- ▶ **Lack of timely access to images and results**
Patients often wait days for reports or must request records, leading to delays in treatment decisions and follow-up.
- ▶ **Limited patient understanding of reports**
Complex medical language can leave patients confused,⁸ undermining trust and making it harder to stay engaged in their care.
- ▶ **High reliance on manual communications and CD-based image sharing**
Phone calls, faxes, and CDs consume staff time and frustrate patients who expect digital convenience.

Addressing these barriers is critical to building stronger relationships with patients,⁹ improving outcomes, and realizing the full ROI of engagement.

INTRODUCING

BLUME® – RAMSOFT®'S PATIENT ENGAGEMENT ENGINE

Blume is more than a patient portal—it is RamSoft's cloud-based engagement platform purpose-built to simplify access, communication, and care coordination. Natively integrated with (cloud-based) PowerServer® and (cloud-native) OmegaAI®, Blume connects patients directly to their imaging journey while reducing the administrative burden on staff and administration.

What Blume does:

- Empowers patients with self-scheduling, appointment confirmations, and digital intake forms.
- Provides instant, secure access to images and reports through a zero-footprint viewer.
- Supports multi-language use and family account management.
- Enhances understanding with ChatGPT-powered "Explain My Report."¹⁰
- Keeps patients informed through mobile notifications and reminders.

How Blume improves ROI:



Saves 15+ minutes per patient check-in through automated intake.



Reduces missed appointments and eliminates CD production costs.



Strengthens referral retention with higher patient satisfaction and trust.

Blume turns engagement into measurable value. By combining convenience for patients with efficiency for providers, it equips imaging practices to deliver faster, smarter, and more patient-centered care—true to RamSoft's promise of Imaging Accelerated.

UNLOCKING GREATER VALUE WITH AI PARTNER INTEGRATIONS



Patient engagement extends beyond scheduling and communication¹¹—it thrives when imaging workflows are efficient, accurate, and connected. RamSoft's AI partner ecosystem integrates seamlessly with PowerServer and OmegaAI, enabling imaging centers to gain measurable value while elevating patient care.

- **Alpha Nodus** streamlines prior authorization by automating insurance checks and electronic submissions, reducing delays and freeing staff from manual paperwork.
- **CARPL.ai** provides a vendor-neutral AI marketplace that accelerates diagnosis with automated image analysis and real-time insights, reducing radiologist fatigue.
- **NewVue.ai** delivers structured reporting and real-time findings inside the radiologist cockpit, ensuring faster turnaround and improved diagnostic consistency.
- **MD.ai** enables collaborative, AI-powered reporting with real-time annotation tools that support clinical practice, research, and training.

Together, these integrations reduce administrative bottlenecks, improve reporting accuracy, and accelerate care delivery. By uniting patient engagement with AI-driven efficiency,¹² RamSoft ensures imaging practices unlock greater ROI while providing a smoother, more informed patient journey.¹³

RAMSOFT'S CLOUD-FIRST ECOSYSTEM FOR IMAGING ACCELERATED

PowerServer – A secure, scalable PACS suite (including a RIS/PACS solution) hosted on Microsoft Azure that streamlines scheduling, reading, reporting, and image sharing. Its single-database design eliminates redundancies, while workflow automation and real-time analytics help teams improve throughput, reduce administrative burden, and deliver more consistent, patient-centered care.

OmegaAI – The industry's first fully cloud-native imaging platform, built for speed, intelligence, and extensibility. OmegaAI integrates RIS, PACS, and VNA into a single zero-footprint solution with enterprise-grade security and AI-ready architecture. Designed on HL7[®], FHIR[®], and DICOM[®] standards, it seamlessly connects across systems while supporting advanced automation, real-time collaboration, and embedded AI partner integrations.

RamSoft's ecosystem unifies imaging operations into a secure, cloud-enabled foundation designed to accelerate care, reduce costs, and strengthen patient engagement. At its core are two complementary platforms:

Together, PowerServer and OmegaAI create one ecosystem, one vendor, delivering true interoperability across clinical, operational, and patient-facing systems. This cohesive approach eliminates integration silos, accelerates decision-making, and drives measurable ROI by reducing IT overhead, improving efficiency, and enhancing the patient experience.

DICOM[®] is the registered trademark of the National Electrical Manufacturers Association for its Standards publications relating to digital communications of medical information.

REAL-WORLD ROI METRICS YOU CAN MEASURE

Patient engagement directly translates into measurable improvements for imaging practices.¹⁴ By shifting from manual processes to digital-first workflows, you can track ROI in ways that matter to both operations and patient care:



Shortened referral-to-exam conversion:
Streamlined scheduling tools reduce delays and accelerate time-to-diagnosis.



Higher patient satisfaction scores:
Easier access to results and improved communication raise CAHPS and NPS performance.



Increased throughput and revenue capture:
Efficient workflows free up staff to handle more patients without adding overhead.



Fewer missed appointments:
Automated reminders and mobile self-service options minimize costly no-shows.



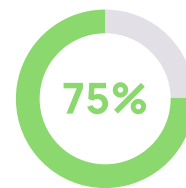
Reduced CD and faxing costs:
Secure digital delivery replaces outdated, resource-heavy processes.

SPOTLIGHT CALLOUT: EXPERIENCE BLUME IN ACTION

“From booking to results, Blume puts patients in control—while your team gains time, clarity, and efficiency. Embedded into PowerServer and OmegaAI, it’s more than a portal. It’s patient engagement reimaged.”

CASE IN POINT: San Francisco Imaging

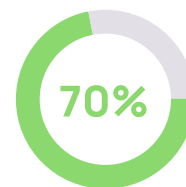
After implementing Blume, the Puerto Rico-based practice reported:



fewer patient support calls
related to results



of patients now receive
digital access to reports



increase in patient
satisfaction attributed to
improved accessibility

To learn more about San Francisco Imaging’s successful implementation of Blume and the patient engagement ROI impacts, click [HERE](#).

WANT TO SEE WHAT IMAGING ACCELERATED LOOKS LIKE FOR YOU?

Reach out to our Sales team or book a tailored demo to discover how RamSoft's cloud-based and cloud-native PACS platforms can future-proof your imaging center.

[Request a Free Demo](#)

750+

Customers worldwide

10,000+

images/studies handled daily

30+

years' experience serving healthcare organizations

About RamSoft

RamSoft is a global provider of innovative cloud-based radiology software solutions for imaging centers, radiology departments and teleradiology providers. PowerServer is utilized by over 750 sites and thousands of customers worldwide and offers a flexible, scalable design enabling imaging operations of all sizes to leverage comprehensive cloud-based RIS/PACS capabilities. RamSoft's latest offering, OmegaAI, is a cloud-native AI-driven platform delivering rapid, secure, and robust RIS and PACS capabilities that are completely zero footprint. Powered by Microsoft Azure, RamSoft's solutions provide the highest levels of security, HIPAA compliance, and protection against cybersecurity threats. Additionally, Blume, available for OmegaAI and PowerServer, allows patients to access, share, and book appointments for their diagnostic imaging studies.



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ENDNOTES

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