

# Customer Spotlight

## Vesta Teleradiology

### Operationalizing AI in Radiology: Turning Innovation into Throughput

Radiology has always led healthcare in technology adoption. Today, the advantage lies in operationalizing it.



Imaging organizations face shrinking reimbursements, staffing shortages, rising SLAs, and a permanent shift to remote reading. In this featured perspective, **Vijay Vonguru, CEO of Vesta Teleradiology**, shares how predictive AI, disciplined workflows, and **15-minute internal stroke targets** shape high-performance operations.

As a valued RamSoft® customer, Vesta reflects a shared focus: orchestrating imaging workflows to turn innovation into quantifiable operational results.

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# Radiology: Healthcare's Technology Pioneer

## Why Radiology Continues to Lead Healthcare Innovation

Radiology has long set the pace for healthcare innovation – and it continues to do so because technology is inseparable from how the specialty operates. **As Vijay explains, “Everyone looks at radiology as the pioneer in using technology in healthcare. Their case studies often highlight how radiology implemented AI and improved productivity.”**

That leadership is rooted in constant evolution. From dictation advances to image viewing and hanging protocols, **“you always have this new technology coming... and you have to stay up-to-date.”** Radiology doesn't stand still – it refines.

What makes it different is workflow precision. **“You have to analyze and look at the situations, little productivity changes... they matter [tremendously] in performance overall,” Vijay notes.** When radiologists read hundreds of studies a shift, incremental efficiencies scale dramatically across organizations.

“How do we deliver with quality and [ensure] the productivity is there? You have to think from the radiologist's individual perspective and then make it [the workflow] customized to suit their work style.”

Importantly, radiologists are not passive users of innovation – they are its drivers. “The leaders of this field are the radiologists... who are passionate about technology.”

That's why radiology remains the proving ground for AI adoption. The specialty demands measurable gains in turnaround, quality, and cost control – and AI must perform inside real workflows. **As Vijay puts it, “use the power of technology and reduce the overheads.”**

## The Economics of Imaging: Doing More With Less

### Shrinking Reimbursement, Rising Expectations

**How are shrinking reimbursements and rising expectations reshaping imaging economics?**

**“Medicaid is not helping us. Every year, the rates go down,” Vijay states candidly.** At the same time, radiologist compensation cannot stand still. **“You have to keep up with the radiologist pay structure... otherwise it's easy for them to look elsewhere. There's only so many of them.”**

That creates a hard reality: fixed or rising labor costs, declining reimbursement, and uncompromising SLAs. As Vijay puts it, **“Now what [can today's imaging operations] do to stay competitive? ... The [key asset] you have in your [arsenal] is the technology.”**

## From Scheduling Guesswork to Predictive Intelligence

### How AI Is Transforming Radiologist Scheduling and Case Distribution

*How are shrinking reimbursements and rising expectations reshaping imaging economics?*

Historically, forecasting shift volumes was manual — “it was just a guess before.” Today, Vesta applies AI-driven prediction models to anticipate how many cases will arrive during a given shift. **“We are predicting how many cases will come during that shift,” Vijay says, enabling smarter staffing decisions.**

The intelligence goes deeper. **“We also have to look into what kinds of cases,” he notes.** Subspecialty alignment matters — **“you don’t want a body radiologist reading too many neuro cases because there’s a risk of missing key [diagnostic details].”**

At the same time, productivity incentives must be balanced against service commitments. Radiologists expect volume-based incentives, while clients expect performance. AI helps reconcile both. **“We do the constant analysis on what the AI predicted and what actually resulted in, and then we tweak those items. It’s a work in progress.”**



**“It’s about balancing quality, meeting SLAs, optimizing operations, and controlling costs — all while ensuring seamless flow.”**

## The Remote Reading Reality

### Productivity at Home: The Permanent Shift in Radiology

The shift stuck for practical reasons. “Nobody wants to commute... the stress you get in the process,” he notes. More importantly, productivity improves. **“The distractions are very few when you are in your zone in your home... all they’re doing is reading next, next, next.”**

With support staff and technology handling everything beyond interpretation, radiologists focus purely on reading. **“Their productivity is [much] higher when they are at home,” Vijay says — which explains why many resist returning to brick-and-mortar settings.**

## The 20-Minute Window: When Technology Becomes Critical

### Stroke Protocols, Trauma Centers, and the Cost of Delay

As Vijay points out, **“When we deal with a lot of stroke cases and level-one, level-two trauma centers... you only have so many minutes.”** The external SLA may be 20 minutes, but internally, his team operates on a stricter threshold: **“20 minutes is what we deliver to the client. So internally, we have 15 minutes... to complete [the diagnostic read and reporting].”**

**That urgency defines everything. “Everything is STAT,” he says.** In the ER, delays impact real clinical decisions – helicopters waiting, surgeons on standby. “They’ll get the gravity of the situation... just going there, it changes your mindset.”

In this environment, technology cannot fail. **“The technology we rely on so heavily... you need to have proper redundancy,” Vijay notes. “You cannot let [workflow/connectivity failures] happen.”** One internet connection is not enough. One system dependency is not enough.

“If you have a mindset of innovation and how that can help advance healthcare delivery and patient care, [radiology] is the place to be.”

## Why the Last Two Years Have Changed Everything

For years, AI in radiology was promising – but largely experimental. **As Vijay puts it, “for quite a few years... there were [several] companies... doing a [great deal] of research.”** The ideas were strong. The impact was limited.

## What’s changed?

“The real tangible differences we are seeing is from the last two years,” he explains. **“The way things are progressing is amazing and exciting, how it can help the quality aspect and... [achieve a high level of productivity].”**



**AI is no longer theoretical. It’s accelerating workflows, strengthening quality controls, and Advancing operational performance through real-world improvements.** The AI being presented on the showcase floor at RSNA 2025 has grown exponentially – and adoption is no longer confined to the U.S. “It’s not just here in the U.S.... it’s all over the world,” Vijay notes.

**Vijay Ramanathan,**  
Chief Executive Officer