

## Baton Rouge General Medical Center

### Stays at the Forefront of Care with Leading-Edge Physician Portal and Medical Imaging Technology

#### At a Glance

##### Organization

Baton Rouge General Medical Center  
Baton Rouge, La.

- Not-for-profit, community-owned hospital
- 544 beds
- 2 locations
- 3,000 employees

##### Solution Spotlight

- Horizon Medical Imaging™
- Horizon Cardiology™
- Horizon<sup>WP</sup>® Physician Portal

##### Critical Issues

- Imaging costs
- Clinical decision-making
- Access to information
- Physician alignment

##### Results

- Eliminated \$500,000 in annual film costs
- Decreased radiology report turnaround time from 12 to 18 hours to three hours or less
- Improved physician satisfaction by offering single-source access to all needed clinical information
- Positioned the organization to take advantage of government incentives and to participate in HIEs

The radiology department at Baton Rouge General Medical Center takes pride in using advanced technologies to offer top-notch care to patients and unparalleled service to referring physicians. With this proactive approach, the not-for-profit hospital has experienced many clinical, financial and operational benefits. Baton Rouge General Medical Center has reduced film costs by \$500,000; decreased report turnaround time to less than three hours; and improved physician satisfaction by offering single-source access to all needed clinical information.

#### Challenges

Baton Rouge General Medical Center's radiology department stays in front of the technology curve. It was the first in the country to operate a radiation therapy unit; the first in the region to offer endoscopic ultrasound; and the first in Louisiana to offer portable digital radiology systems — technology that enables clinicians to view images in high definition at the point of care.

The organization's technology-focused approach prompts leaders to constantly ask: "What's next?" For example, even though the medical center reaped positive results from the implementation of medical imaging systems

a few years ago, leaders wanted to take the subsequent step.

"To successfully compete in our marketplace, you have to share information and images quickly with the physician community," says Gerard Barrilleaux, director of Medical Imaging. "Sharing information and images is becoming even more important as organizations strive to meet the meaningful-use requirements associated with tapping into the federal stimulus incentives."

#### Answers

To make digitized images more valuable, leaders at the medical center concentrated on implementing technologies that would quickly disperse images across the enterprise.

As a result, the organization installed Horizon<sup>WP</sup>® Physician Portal from McKesson. The Web gateway enables access to images created from a variety of modalities, including CT, MRI and ultrasound. The portal provides physicians with secure access to data throughout the enterprise, inpatient and outpatient information, and personalized views of information according to workflow needs.

"We were surprised at how easy it is to get images uploaded into the portal from modality to modality," relays Barrilleaux. "It truly is plug-and-play technology."

# Case Study

**"To successfully compete in our marketplace, you have got to share images quickly. And sharing this information is becoming even more important as organizations strive to meet the meaningful-use requirements associated with tapping into the federal stimulus incentives."**

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## Results

Taking a proactive approach has paid off in both realized and anticipated benefits for the medical center.

First, the organization increased productivity and reduced costs a few years ago after implementing two systems from McKesson: Horizon Medical Imaging™, a picture archiving and communication system (PACS), and Horizon Cardiology™, a cardiovascular information system (CVIS).

Because images are available electronically, the medical center no longer spends \$500,000 per year on film, and images are no longer lost or misplaced.

These systems make images readily available from any location, which means the medical center no longer has to staff a radiologist at each campus around the clock because images can be accessed from any location. In addition, the PACS made it possible to use radiology subspecialists, such as board-certified pediatric radiologists and neuro-radiologists, without requiring that these professionals travel to multiple locations.

More importantly, with the addition of the physician portal, the radiology department now provides improved service to referring physicians — a chief consideration as more hospitals align physicians

with their organizations to succeed in financially challenging times. Imaging reports are available in just two to three hours, compared to the 12 to 18 hours it previously took to get reports in a film-based environment.

"The physicians really appreciate being able to get all patient information from one spot," notes David Hastings, director of Information Technology. "As a result, they can make better medical decisions because they have a complete picture of the patient."

Making images readily available electronically is setting the stage for future success. For example, such access could help Baton Rouge General Medical Center meet the meaningful-use requirements associated with the government's electronic health record (EHR) adoption incentives.

"The stimulus incentive is all about leveraging technology to make information and data available electronically to doctors — and PACS is a huge part of that," states Hastings. "We feel we are well-positioned to take advantage of the stimulus dollars in 2011 because of the progress we've made with our electronic records."

Additionally, the medical center expects electronic access will pay off when it begins participation in a health information exchange (HIE).

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