

## **GOING DIGITAL**

In 1895, when Wilhelm Conrad Röntgen produced an image of his wife's hand using x-rays, it was the advent of one of the most important technologies used in diagnostic medicine. There have been revolutionary developments in the field collectively known as "radiology". Today we have computed tomography, nuclear medicine, invasive radiology such as heart catheterization, and many other modern "miracle" tools. Advances in most fields of radiology technology have been occurring almost at 'warp' speed. However, general purpose radiology as used by non-radiologists has not seen the rapid advances taking place in these other areas; that is until now.

Today, the buzz among private practitioners using x-ray is "going digital". At long last, x-ray imaging as used in hospitals and most radiology offices is becoming affordable for many more health care offices. When first introduced by Fuji in the 1980's, "going digital" was too expensive for many hospitals, let alone individual offices. These early systems including related software cost many hundreds of thousand dollars if not more. The support cost for the software and the computers being used could exceed the total revenue of a private practice. While the technology at that time was revolutionary, it pales in comparison to what is available today at prices many practices can afford.

Even more important, is the quality of today's digital images and the software tools that are available for use with these images. Some of the advantages of digital images are the excellent detail that can be obtained, numerous methods of image manipulation, time-savings for physicians, fast retrieval of patient studies including prior studies, elimination of film, chemistry and storage space for patient films, office efficiency, and many more. Most systems allow images to be sent to other facilities for second reads automatically or with only a few keystrokes on a computer. If you want to see the images in your office from a remote location, that can be done also.

Omni Imaging has worked with many physicians to incorporate this technology into their practices. While we started in the x-ray field, we now have many other areas of expertise. In healthcare today, the taking of an x-ray is truly only the beginning. What you would like to do with a study is the real question. Today's affordable technology enables you not only to see a study; it also provides you the ability to review it in ways not available in your office before.

Considering whether to "go digital" can be very complex and time consuming. There are many "buzz" words, alternate solutions (some comparable, some not), competing products; in short, a lot of people who would like to sell you something. At Omni Imaging, the first question we ask is "What would you like to do?" not "How much are you willing to spend?"

If you would like to discuss any of the above, just call 866-692-1033 and ask for Bill Wills.