



## **Leading Radiology Providers Partner with Medicalis to Form The Next Generation Radiology Workflow Consortium**

Medicalis Highlights its Sophisticated Technology for  
Next Generation of Radiology Workflow at RSNA 2011

**SAN FRANCISCO** – November 23, 2011 – Medicalis announced today that world renowned medical institutions have partnered with Medicalis to help advance the Next Generation of Radiology Workflow Solutions™ for complex multi-location sites that harmoniously co-exist with enterprise electronic medical records (EMR). This next generation of radiology workflow is being rolled out across large medical facilities throughout the country.

The next generation radiology consortium consists of UCSF Medical Center, Brigham and Women's Hospital, Weill Cornell Medical College - Department of Radiology, and Inland Imaging.

"The initial focus of the next generation radiology workflow consortium will be to enable direct scheduling of radiology orders from the point of care, to enable a patient-centered enterprise radiology workflow, and to optimize the quality and efficiency of care delivery and use of radiology assets," said Oran Muduroglu, president and CEO of Medicalis. "In addition, the project will aim to enhance technologist performance and streamlined protocolling of radiology examinations to help ensure the highest quality of care."

The consortium members will work with Medicalis to help define and prioritize use cases for necessary functional enhancements to ensure optimal evolution of the products/solutions.

David Avrin, MD, Vice Chair of Radiology for Informatics, University of California, San Francisco said, "Our current radiology information system was created several decades ago, and no longer meets our needs for complex enterprise workflow. With our partners, we are recreating a RIS consortium to develop the informatics and workflow infrastructure needed to seamlessly work in today's medical imaging environment with multiple health IT systems."

"In today's increasingly complicated medical imaging environment, no readily available solution exists which addresses the regulatory, operational, and reimbursement challenges we all face. The Next Generation Radiology Workflow Consortium will take on these issues in a comprehensive and practical manner." says Bill Keyes, M.D. Neuroradiologist, Inland Imaging, and Chief of Staff, Sacred Heart Medical Center.

Keith Hentel, M.D., Vice Chair of Clinical Operations, Department of Radiology – Weill Cornell Medical College states, “We look forward to the outcome of our next generation radiology consortium. We feel that it will not only improve the operational efficiency of our practice but also, through increased emphasis on the patient, ultimately increase the quality and value of the care that we provide. By working with a variety of stakeholders in the academic, outpatient, managed care, and community environments with various HIT solutions, and over ten (10) years of experience in developing these solutions, the consortium will be able to cover the key needs un-answered for today’s rapidly evolving radiology environments.”

“With online ordering and scheduling, my staff is able to schedule an imaging appointment and review it with the patient while the patient is still in the office. This is a convenient option for both my staff and patients and helps me know that, when they leave my office, my patient has an appointment that best fits their needs,” said Louise Schneider, M.D., Brigham and Women's Hospital.

Medicalis will highlight the next generation radiology workflow project that is being implemented, as well as its latest solutions, at the Radiological Society of North America (RSNA) 97<sup>th</sup> Scientific Assembly and Annual Meeting at McCormick Place in Chicago, November 27–December 2, 2011, in booth #2847, South Building, Hall A.

### **About Medicalis**

Medicalis, headquartered in San Francisco, was founded in 1999 in partnership with Brigham and Women’s Hospital. The company provides information-driven clinical and workflow solutions that enable the delivery of higher quality care at a lower cost. Medicalis’ broad range of offerings empower Accountable Care Organizations (ACO), providers, and physician groups to work collaboratively within a transparent system to efficiently improve quality and economic outcomes in healthcare delivery. The company has invested over \$23M in the research and development of its evidence delivery and management platform. For more information about Medicalis, please visit: [www.medicalis.com](http://www.medicalis.com).

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### **Media Contact:**

John DeLong  
john.delong@medicalis.com  
519.589.6888