

Robert Wood Johnson University Hospital Hamilton Hamilton, NJ

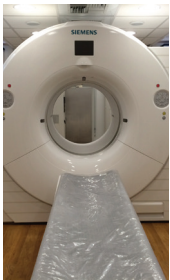
Robert Wood Johnson University Hospital Hamilton (RWJ Hamilton) is a non-profit, acute care, 965 bed hospital and integrated healthcare organization. RWJ Hamilton offers Central New Jersey residents expanded access to the highest quality medical services and a wide array of innovative therapies available at only a small number of elite academic medical centers nationwide. It is the first of two New Jersey hospitals to receive the Malcolm Baldrige National Quality Award, the only honor for quality and performance excellence presented by the President of the United States.

CHANGE

RWJ Hamilton's commitment to clinical excellence and high-quality care required a new approach with its PET/CT service. Its previous vendor provided a PET/CT system, and was unable to upgrade the technology for RWJ Hamilton. The upgrades were necessary for cost effective treatment and monitoring of a variety of cancers. Service issues and downtime were mounting, patient and physician satisfaction were dropping and the level of diagnostic capability was less than ideal. In addition, RWJ Hamilton was preparing to affiliate with additional Accountable Care Organizations (ACOs). This further emphasized the need for strong diagnostic capability for cost effective, high quality management of the population health of Central New Jersey.

SOLVED

RWJ Hamilton and Shared Imaging jointly analyzed the current requirements for PET/CT service, as well as anticipated future growth trends. Given RWJ Hamilton's space limitations and demands for clinical diagnostic excellence at an affordable price, the conclusion reached by both parties was an idea that had never before been attempted. Undaunted, Shared Imaging accepted the challenge to provide the first Siemens mobile Biograph mCT20 in North America. After months of effort to acquire and certify the mobile unit, Shared Imaging installed the PET/CT in April 2015. During this period, Shared Imaging provided an interim Siemen's TruPoint to bridge the gap.



Improving patient care & increasing referrals: The Siemen's Biograph mCT20 provides superb visualization, particularly of small tumors, with industry-leading 95 mm³ volumetric resolution and a 2x increase in signal to noise with ultra HDPET. PET/CT imaging is highly accurate at determining whether non-small cell cancer has spread to the lymph nodes. For example, although lung tumors are often initially evaluated through a chest x-ray or CT scan, PET/CT scans are highly accurate at determining whether a lung mass is cancerous and may potentially eliminate the need for surgical biopsy. Initial costs of PET/CT scans are higher, but these costs are more than offset when clinicians make optimal treatment decisions. Additional imaging studies and unnecessary invasive procedures are avoided.

“The beautiful visualization and reproducible results are attracting more referring physicians and patients.”

- *Tonya Davis, VP of Cancer Services*

Half the dose, twice the speed & larger bore: The Siemen's Biograph mCT meets both of the core needs of improving patient safety and increasing productivity. By reducing dose and increasing speed, costs are dramatically reduced, even while increasing utilization. The large bore (78cm) improves diagnostic accuracy with less patient movement and fast scan times. It also accommodates a wider variety of patients and procedures and allows imaging of bariatric PET and CT patients without impacting schedule.



“Our community depends on us to provide high quality care. We go the extra mile to provide them the care they deserve at a cost they can afford. We found an imaging provider that treated us the same way.”

Kathleen Lanzi, R.T. (R)

Director of Radiology, Robert Wood Johnson University Hospital Hamilton

RESULTS & BENEFITS



Attract Patients and Referring Physicians with high-definition image quality



Half the Dose at Twice the Speed lower exposure



9-12%

Revenue Boost from wider variety of patients and procedures – bariatric patients



Superior Diagnostic Technology at an affordable price

CHANGE. **SOLVED.**