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## **Hammers Healthcare Imaging Selects CoActiv Medical for Exam Management and Archiving**

### **Specialized Practice Finds Customized Solution That Supports Its Needs Effectively and Cost Effectively**

**November 27, 2011—Chicago**—Hammers Healthcare Imaging, a state-of-the-art diagnostic ultrasound practice in New Haven, CT, has selected CoActiv's EXAM-PACS<sup>®</sup> for the management and archiving of its images for a full range of exams. "We needed a robust system that would support remote reading and provide more secure and reliable back-up than our current in-house solution at an affordable price," said Elaine Hammers, practice administrator.

In addition to image viewing, Hammers Imaging wanted a seamless interface to a range of its other IT systems, including a radiology information system (RIS) and billing application. "This would save our staff significant time and enhance accuracy by eliminating input of duplicate data," she says. "CoActiv also was able meet all our goals easily and cost effectively."

Poised for significant growth, Hammers Imaging is a single radiologist practice headed by Lynwood Hammers, DO, and supported by six technologists and four administrative staff. The busy practice

(Page 1 of 4)

performs more than 10,000 exams annually, including thyroid, OB, breast, musculoskeletal and a wide range of ultrasound-guided procedures. According to Elaine Hammers, it performs more thyroid exams than any other practice in its geographic area and has become a staple in the community for these common exams.

To add new efficiencies to the practice and ensure the security of its vital data, Hammers Healthcare Imaging sought to upgrade its current homegrown image management system which archived exams to a small onsite server managed by the practice. The imaging center conducted a search of solutions appropriate for a smaller specialized imaging group and found CoActiv's modular PACS implementation options an excellent choice for its highly specialized, but high-volume practice. The staff was impressed with CoActiv's onsite new customer presentation and the level of personalized attention they received, although they were a relatively small and specialized practice group. Additionally, Hammers Imaging had seen the system in operation in a neighboring practice and felt it would be an excellent choice to add greater overall digital sophistication to their operations.

“Once installed, the CoActiv PACS and EXAM-VAULT<sup>®</sup> archiving ran smoothly and met our full range of needs,” says Hammers. “We choose to store our exams on CoActiv's cloud-based EXAM-VAULT archive, with data securely mirrored in four geographically distinct locations, including two Tier IV data centers.”

Hammers notes that CoActiv also was able to migrate all of the practice's existing data to the new archive and integrate its other IT systems so that all of the onsite software applications worked together seamlessly.

Workflow is faster and problem-free, she notes, saying that everyone agrees that as a result of the integration with the practice's overall IT system, managing practice data is easier and faster.

"We feel much more secure with the sophisticated, managed EXAM-VAULT archiving system," Elaine Hammers added. "Storage is automatic and CoActiv is responsible for full system maintenance and upgrade. We simply pay one fee per exam for the lifetime of the study, and we're covered. That helps us focus on our true mission—delivering a comprehensive array of exams that have made us one of the leading ultrasound practices in our community."

### **About CoActiv**

CoActiv Medical<sup>™</sup> is a leading healthcare software and IT systems provider offering a full line of PACS, digital image and data storage services and related solutions for hospitals, imaging facilities and medical practices of all sizes. CoActiv's EXAM-PACS<sup>®</sup> family of web-based PACS solutions provide leading edge, affordable and scalable image management with sophisticated tools that cater to the needs of radiologists as well as a full range of other imaging specialists. Available as both enterprise server-based and cloud-based solutions, EXAM-PACS is designed for easy integration into imaging facilities of any size. Comprised of modular software components, EXAM-PACS enables any site to customize a solution to meet their specific needs and budgets or to add advanced functionality to an existing PACS

solution. EXAM-PACS includes EXAM-FILER<sup>®</sup> CD-burning solution; vendor-neutral, cloud-based HIPAA-compliant, offsite/online EXAM-VAULT<sup>®</sup> QUAD-REDUNDANT ARCHIVING<sup>®</sup>; patent-pending EXAM-SENDER<sup>®</sup> referring physician system; EXAM-3D<sup>®</sup> advanced, multi-modular 3D color reconstruction and visualization; EXAM-NET<sup>™</sup> teleradiology suite and EXAM-BROWSER<sup>™</sup>, a revolutionary fully cloud-based, zero-footprint universal DICOM viewer that enables anywhere, anytime review of medical images on any PACS from any platform, including iPhone, iPad, and all Android and other tablets and smartphones. EXAM-PACS includes such premium features as support for breast specific gamma imaging (BSGI) and storage of non-DICOM data such as prescriptions, reports and surgical plans in patient files. Complementing this is CoActiv's family of EXAM-RIS<sup>®</sup> solutions scaled for imaging facilities of every size site and budget. Contact **CoActiv at (877) 262-2848; ed.heere@coactiv.com; [www.coactiv.com](http://www.coactiv.com)**.