



Case
Study

Advancing Quality, Accelerating Productivity: Transforming Service with the MAGNETOM Skyra

Zwanger-Pesiri Radiology

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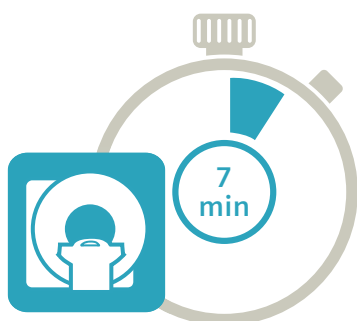
Advancing Quality, Accelerating Productivity:
Transforming Service with the MAGNETOM Skyra



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Chief Executive Officer
Zwanger-Pesiri Radiology

With 21 centers serving 2,700 patients a day, Zwanger-Pesiri Radiology in Long Island, NY, is a highly productive and successful practice. According to CEO Steven Mendelsohn, MD, a key reason for this success is the speed and image quality delivered by the MAGNETOM® Skyra MRI scanner from Siemens Healthineers.



Zwanger-Pesiri's goal is to deliver seven-minute MRI exams

"Our brain MRI exam takes five minutes," Mendelsohn says. "Our spine, musculoskeletal, and extremity work is between seven and eight minutes. Our goal is to deliver seven-minute MRI exams, consistently, and I don't believe there's a single competitor who can say or begin to do that."

Robert Day, Zwanger-Pesiri's chief operating officer and chief technical officer, agrees with Dr. Mendelsohn's assessment of the MAGNETOM Skyra. "We could not do a seven-minute scan without it," he says. Then he adds an important point. "If we tried to hit that seven-minute mark without that scanner, there would be a significant degradation in image quality and we would not risk that."

Confirming the difference through real-world testing

Day recalls the time he and Anthony Pavone, Zwanger-Pesiri's executive vice president of Clinical Imaging, completed a tour of Siemens Healthineers' major competitors. The purpose: to compare scanning results with what they were achieving on the MAGNETOM Skyra. "Anthony compiled a set of protocols—knee, c-spine, and other routine procedures—and we took them to the other major MRI scanner manufacturers to see if they could match the scan time and image resolution."

Pavone describes the process and outcome: "They lined up volunteers and plugged in the parameters. They couldn't even match our spatial resolution. When the exams were done, the images were of far lower quality than our standard, and the scanning, on average, took 50% longer. When we told them that, they claimed they could do better. But instead, they decreased the image quality to make up for the time. There was no comparison."

Dr. Mendelsohn believes there is no need to trade one factor for the other. "Workflow and image quality are not mutually exclusive," he remarks. "As our results have shown, you can have great workflow and great image quality."

“Our whole enterprise is consistent... No matter where the patient goes, we run the same protocols. That helps us deliver exceptional image quality consistently.”

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Using technology to drive efficiency

Among the MAGNETOM Skyra's features that help drive Zwanger-Pesiri's accelerated scan times and high patient volume are the industry-exclusive Tim® 4G integrated coil technology and Dot™ workflow engines from Siemens Healthineers. Tim delivers up to 44% higher signal-to-noise ratio and 40% more speed¹ while maintaining excellent image clarity. Dot automates scanner performance, reducing exam time by up to 20%² and adapting the scanner to patients' unique conditions to deliver consistent, high-quality scans within a scheduled exam time slot.

The Dot engines enable Zwanger-Pesiri to standardize protocols and improve efficiency across its 21 centers, yet still adapt quickly. And with teamplay, a cloud-based network that provides anytime, anywhere secure access to up-to-date key metrics and protocols, Zwanger-Pesiri can quickly identify its best-practice workflows and roll them out across the enterprise from a central source. “Our whole enterprise is consistent,” notes Dr. Mendelsohn. “The protocols, such as for multiple sclerosis, brain, and extremities, are standardized at every site. No matter where the patient goes, we run the same protocols. That helps us deliver exceptional image quality consistently.”

File Edit View Favorites Tools Help
SIEMENS teamplay
06/08/2016 07/16/2016

Scanner List

Filter & Search

MIR

Search

17 sorted by Scanner

- MR_0004060_Vista
Zhanger Pnest 1.5T Platform
- ABW45071
MR_0004060_Vista
Zhanger Pnest T2 Brain Brook Res 1
- ABW45093
MR_0004060_Vista
Zhanger Pnest T1 Mosaquelva
- ABW45093A02043
MR_0004060_Vista
Zhanger Pnest T2 Mosaquelva
- ABW45111
MR_0004060_Vista
Zhanger Pnest T2 Brain Brook Res 2
- ABW45199
MR_0004060_Vista
Zhanger Pnest Brainstem Res 2
- ABW45111
MR_0004060_Vista
Zhanger Pnest T2 Mosaquelva
- ABW45145
MR_0004060_Vista
Zhanger Pnest T2 Flanchoque
- ABW45638
MR_0004060_Vista
Zhanger Pnest T2 Lindorndorf
- ABW45761
MR_0004060_Vista
Zhanger Pnest T2 Lindorndorf
- ABW45818
MR_0004060_Vista
Zhanger Pnest T2 Deep Park
- ABW45945
MR_0004060_Vista
Zhanger Pnest T2 Connectix
- ABW46020
MR_0004060_Vista

Examinations

Date/Time	Description	Body region	Protocol names	Duration [min]	Change time [min]
5/9/2016 8:12 AM	SAG PD	LSPINE	heavie inc. COR STR, AX PD FS, COR PD FS, SAG PD, AX PD SEQUE	17:36	00:00
5/9/2016 10:01 AM	SAG T1	BRAIN	5/9/2016 10:01 AM	SAG T1	BRAIN
5/9/2016 10:32 AM	SAG T1 F3 PRE	BRAIN	5/9/2016 10:32 AM	SAG T1 FS PRE	BRAIN
5/9/2016 11:04 AM	AX PD FS	WRIST			
5/9/2016 11:34 AM	AX PD	ANKLE	localizer_mn, localizer_sagppro, AX PD, AX PD FS, SAG PD, SAG STR, COR PD	13:46	07:19
5/9/2016 12:01 PM	AX T1 POST	LSPINE	localizer, SAG T2, SAG T1, SAG STR, AX PD, AX T1 PRE, AX T1 POST, SAG T1 FS POST	35:40	12:58
5/9/2016 12:43 PM	AXI POST RIGHT	BREAST	localizer, AXI PRE RIGHT, SAG PRE RIGHT, AXI POST RIGHT, SAG POST RIGHT	21:34	06:39
5/9/2016 3:58 PM	SAG T2	TSPINE	SAG T2 C9P LCC, SAG T2, SAG T1, SAG STR, AX T2 UPPER, AX T2 LOWER	27:47	17:44
5/9/2016 7:25 PM	SAG T2	CSPINE	localizer, SAG T2, SAG T1, SAG STR, AX T2 STAR	18:40	179:24
6/10/2016 7:34 AM	SAG T2	CSPINE	localizer, SAG T2, SAG T1, SAG STR, AX T2 STAR	18:40	00:00
6/10/2016 8:08 AM	AX T1	BRAIN	SAG T1, AX T2, AX T2 FLAIR, AX DWI, AX T1 AX ONE	21:50	14:36
6/10/2016 9:06 AM	AX T2 STAR	CSPINE	localizer, SAG T2, SAG T1, SAG STR, AX T2 STAR	16:57	36:14
6/10/2016 9:27 AM	AX T1 POST	LSPINE	localizer, SAG T2, SAG T1, SAG STR, AX T1 POST	26:35	04:07

teamplay supports the identification and standardization of best-practice protocols across an enterprise.

¹With Tim in its fourth generation, Tim 4G.
Data on file. Results may vary.
(Source: <http://usa.healthcare.siemens.com/magnetic-resonance-imaging/mri-technologies/mri-tim>)

²University Hospital Essen, GER, Brain Dot Engine Workflow Study
(Source: <http://usa.healthcare.siemens.com/magnetic-resonance-imaging/mri-technologies/mri-dot/dot-software>)



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Chief Operating Officer and Chief Technical Officer
Zwanger-Pesiri Radiology

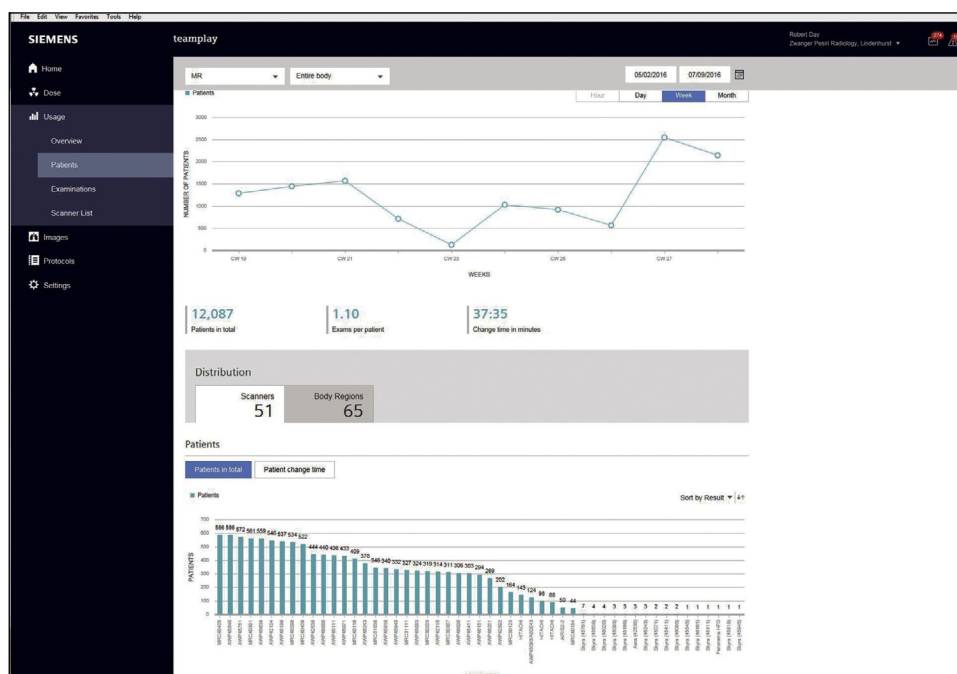
Minimizing backlog to maximize success

True to its unique approach, Zwanger-Pesiri takes an unconventional view of one of the traditional indicators of a radiology practice's success: backlog. As Day states, “Conventional wisdom says you should not start thinking about installing a new MRI scanner until your backlog reaches four or five days. We see it differently. When our teamplay data shows that we are reaching about 75% capacity on a scanner, we put another one into that site.”

Very often, that new scanner is a MAGNETOM Skyra. Dr. Mendelsohn explains the reasoning: “Patients are not patient. Neither are the doctors who refer them. If they

need a scan right away, and we tell them it will be four days from now, we risk losing those referrals to a competitor who can do it sooner.”

The value of this focus on availability, without compromising image quality or the patient experience, is borne out in the response of Zwanger-Pesiri's referring physicians. As Vandana Soni, MD, a neurologist who has been practicing in Long Island for more than 20 years, states, “For me, a patient's wait time at Zwanger-Pesiri is never an issue. If I need studies done, I call them and the patient is expedited. This approach is extremely beneficial for my patients and my practice.”



teamplay provides secure, near real-time access to key imaging and performance metrics.



“Ultimately, the MAGNETOM Skyra enables us to say ‘yes.’ In radiology, that’s a very powerful word to say.”

— Steven L. Mendelsohn, MD
Chief Executive Officer
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The flexibility to maintain a 20% same-day add-on rate

As Dr. Soni’s remarks indicate, the MAGNETOM Skyra’s speed has led to one more Zwanger-Pesiri advantage: the ability to take last-minute requests. As Pavone notes, “Even when we’re running a full schedule, our same-day add-on rate is over 20%.”

That service orientation is part of Zwanger-Pesiri’s corporate culture. “One of our rules is we always figure out a way to get a patient in,” explains Dr. Mendelsohn. “After all, if we can accommodate a patient once, and we do quality work, then we are more likely to get the follow-up studies. We are also more likely to get referrals for family members and other collateral business. And that’s also a good number of studies we’ve taken from the competition.”

Dr. Mendelsohn also points to the MAGNETOM Skyra’s speed as a major contributor to Zwanger-Pesiri’s reputation for availability. “I’d say that 90 to 95 percent of the time we’re running on schedule. Occasionally, we may get backed up for a short time. But with the [MAGNETOM] Skyra, we’re usually caught up within an hour. It’s a big part of how we enable patients to have a good experience.”

Making the patient experience a competitive difference

Zwanger-Pesiri relies on the MAGNETOM Skyra because of the multiple ways it supports the practice’s fundamental principles. Its speed enables the radiologists to be respectful of patient’s time. Its imaging capabilities respect the patients’ right to the highest quality medical care. And its productivity contributes to Zwanger-Pesiri’s continuing ability to expand and serve more and more patients across Long Island.

Dr. Mendelsohn sums it up: “For Zwanger-Pesiri, the MAGNETOM Skyra is the least expensive MRI scanner available in the market today. In terms of speed, image quality, and throughput, our facilities get more from our investments in these scanners than with any other piece of equipment. We can service more patients on them, more quickly, to the point where I feel sure in saying we will deliver a seven-minute MRI exam—something I don’t think any of our competitors would dare to say.

His conclusion: “Ultimately, the MAGNETOM Skyra enables us to say ‘yes.’ In radiology, that’s a very powerful word to say.”



MAGNETOM Skyra

Transforming 3T Productivity

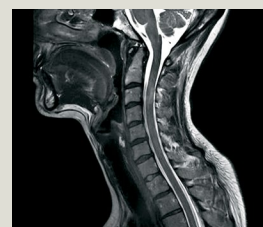
MAGNETOM Skyra delivers unparalleled performance with the groundbreaking integration of Tim 4G and Dot. Tim 4G sets a new industry standard in coil integration, delivering exceptional image quality; Dot simplifies the execution of the hardest studies, increasing throughput, efficiency, and consistency. The MAGNETOM Skyra also supports service expansion by reducing scan times by up to 40%.

- Provides a wide bore for increased patient comfort, combined with full (50 cm x 50 cm x 45 cm) FoV imaging.
- Leads the industry with up to 128 channels.
- Delivers consistent, exceptional image quality with Tim 4G and Dot.
- Offers an optional Tim Dockable Table that supports up to 550 lbs, even during patient transport.
- Includes zero Helium boil-off technology.
- Provides best-in-class energy consumption.

usa.siemens.com/skyra



Brain with Head/Neck Coil
(T1 TIRM, iPAT 2, 1:45 min.)



Thoracic Spine
(T2 TSE, 384 matrix, SL 3 mm, FOV 220)



Knee Coil
(PD TSE, 448 matrix, SL 2.5 mm, FOV 140 mm, iPAT 2)

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