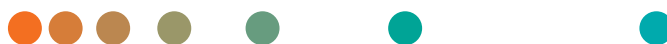


Improving access to care: How MAGNETOM Free.MAX impacts Zoom Diagnostic Imaging

Redefining what's possible in rural MRI



Zoom Diagnostic Imaging

- Founding location in Enid, OK with expansions into Ardmore, OK and Durant, OK
- Provides MRI, CT, Lung screening, Ultrasound, Mammography, and Calcium Score exams
- Committed to serving the local community with exceptional services

"Small towns need access to wonderful medical care too," says Jermaine Wade, CEO of Zoom Diagnostic Imaging (ZDI) in Enid, OK.

Wade and co-owners David Savage and Clare Savage are committed to providing medical imaging in rural Oklahoma. In communities like these, access to high-quality outpatient imaging can be challenging.

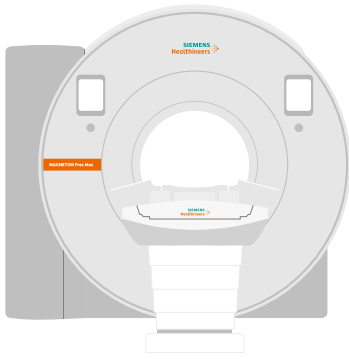
"Some practices will send their patients to the zoo if they don't fit in the local MRI machine. Just having that conversation with a patient — even if they don't go for the scan — really affects them," Wade says. "I want people in rural communities to get these studies and be able to afford them."

What access means to rural communities

Access to high-quality MRI exams is a real issue in rural Oklahoma. "We serve a lot of outlying communities," says Christy McDonald, Lead MRI Technologist. "It's not unusual for a patient to drive 30 minutes to an hour to get their scan."

At ZDI, challenges with an aging MRI system occasionally meant downtime. If an exam had to be rescheduled, some patients couldn't afford the gas money to come back to the center. That led the team to start researching what kind of MRI system could best support their needs. "I spent about a year looking," says Wade. "I went to RSNA and looked at every MRI scanner on the market." In early 2024, they chose a MAGNETOM Free.Max.

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"It also improves our workflow, we're able to see about twice as many patients as we did before."

Matthew Andres, Lead MRI Technologist



The right system for the setting

The key for ZDI was to find the MRI system that met their total needs — clinically, operationally, and financially. "The MRI machine is more than just a tesla number," says Matthew Andres, Lead MRI Technologist. "I'm perfectly content with the images I'm getting that are better than a 1.5T. Could I put a 3T in here and get better images? Yes, probably. But I don't want that cost and maintenance. This is a perfect machine for our setting."

"It also improves our workflow," McDonald adds. "We're able to see about twice as many patients as we did before. It's opened up more revenue for us and improved everybody's day around here."

Designed to be a small, lightweight MRI system, the MAGNETOM Free.Max also met ZDI's installation and siting needs. The system has a smaller footprint than some other MRI systems and offers a helium-free infrastructure, which can simplify maintenance and cooling.

"Larger patients can fit into it ... and with the wider bore, we have decreased motion because the patient isn't as nervous. It's the best of all worlds for us."

Clare Savage, MD, Co-owner of ZDI



A larger bore for patients

The MAGNETOM Free.Max features an 80 cm bore, which has significantly impacted patient care and workflows. "Patients really like it for two reasons," says Clare Savage, MD, Co-owner of ZDI. "One, larger patients can fit into it. And two, even small patients don't like the claustrophobic feeling of going into a tunnel. So now with the wider bore, we have decreased motion because the patient isn't as nervous. It's the best of all worlds for us."

Wade agrees: "We're the only company for several miles, probably within 1,000 miles, that has an 80 cm bore. I've actually seen patients in tears, happy tears, leaving the clinic because they were able to get this study done."



Support when and where it's needed

The team at ZDI was also impressed with the applications training and service they have received. "Diagnosing a problem with an MRI system is one thing but it's often three or four days after the diagnosis when the parts show up," says Wade. "If there's something wrong, Siemens knows what it is when they get there. They almost always show up with the parts. Their ability to get the parts to the site is impressive."

Wade continues: "The MAGNETOM Free.Max has increased our business about 30%. It's given us the confidence to grow. You need technology to do that. You want to show up with something other people don't have. This relationship with Siemens Healthineers has given us that. If access is your primary goal, I don't know how you'd buy another machine other than a Free.Max."

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