

# Case Study

## Northside Women's Specialists



### Reaching New Levels of Clinical Productivity at Northside Women's Specialists

Almost half of the patients at Northside Women's Specialists are women with high-risk pregnancies, so providing fast, accurate diagnoses is essential. Northside Women's is a private practice based in Atlanta, Georgia that uses GE's Voluson 730 ultrasound systems to perform the majority of its 5,000 ultrasound scans per month.

Northside Women's main office is near Northside Hospital, the area's largest community hospital that manages more than 16,000 deliveries each year. Women with difficult pregnancies are referred from across Georgia to Northside Hospital's 30-bed, Level 3 high-risk center.

The four Northside Women's locations are served by six maternal-fetal medicine specialists, nine OB/GYN physicians, six nurse practitioners and five nurse midwives, who work as a team to perform up to 130 deliveries each month. This high-volume ultrasound practice includes many "work into schedule" exams as the hospital discovers high-risk patients during prenatal care. Northside Women's has fourteen ultrasound systems, including seven GE Voluson 730s.

Before selecting GE's Voluson ultrasound and ViewPoint digital documentation systems, Northside Women's appointed a five-member committee representing physicians, nurses, technicians and staff to evaluate all vendors.

"We chose GE not only for the quality of the ultrasound images but for the depth and stability of company, the reporting package, and the support and service

after the sale," says Tanya Mack R.N., Practice Manager.

### Voluson 730 adds clinical value

The Voluson systems are the heart of a complete GE ultrasound solution that gives Northside Women's diagnostic accuracy, efficient workflow, robust reporting, and the ability to share images instantly among clinicians at four offices in the Atlanta area.

"The Voluson 730 systems give us great images, and the 4D adds significant clinical value for several applications. We recently scanned a patient on another manufacturer's system and could see something near the baby's head. We moved to the Voluson to get another scan. With the 4D, we could see that the fetus had a growth inside the mouth that would require surgery, but it did not affect the baby's face. That reduced the concern of the parents."

According to Mack, the Voluson system is also very reliable. "I was recently asked by another prospective GE customer, 'How many times does the system go down each week?', and my answer was, 'never'."





### **ViewPoint streamlines clinical workflow and patient care**

“GE’s ViewPoint digital reporting package is robust,” says Mack. “It allows us not only to manage ultrasound data and images but also interact with the practice management system. We can quickly generate necessary reports for referring physicians and reports required by outside agencies.”

The ViewPoint system allows seamless connectivity. While Northside Women’s four offices are as much as 70 miles apart, all are interconnected via ViewPoint. “A physician can pull up an image at any office and request remote consultation from a physician at another facility,” says Mack. “With ViewPoint, we can have three or four physicians consult on images obtained at an outlying office. In the past, we had to reschedule a patient, but now we are able to provide a complete diagnosis at the point of care.”

### **GE delivers on its commitment to customer satisfaction**

Mack and her colleagues are also pleased with the support they received from GE during installation, and thereafter. “We chose GE because of their ability to work with us to ensure that our system is functioning at its best,” says Mack.

“As one might expect in a major project, not everything worked perfectly from the moment the systems were installed. The GE team worked with us to optimize the systems performance to meet our specific clinical and operational needs. Now our images and our speed are great.

“GE worked through the issues with us. It was reassuring to work with people who’d ask, ‘What do we need to do to make it work?’”

If you would like more information about Voluson and ViewPoint, please contact us at 1 888 202-5528.

### **GE Healthcare**

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