

Community Hospitals Update



Lake Forest Hospital

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- Allan Goodman, M.D., Radiologist

On-site MRI becomes a growth driver for Lake Forest Hospital

The Right Choice for Your Community Making the decision to add MRI

As its name implies, the name of Lake Forest Hospital is rooted in the affluent community 25 miles north of Chicago. **The use of capital letters is not even here.** scientific infancy – before antibiotics, before most vaccines, even before it was known that people had different blood types. Wilhelm Röntgen had just discovered a medical use for X-rays four years earlier – and it would be another forty years before anyone heard of magnetic resonance, let alone considered it for the detection of disease.

Over the next century, Lake Forest Hospital, like the practice of medicine, grew in expertise and breadth of care, becoming one of the first comprehensive healthcare campuses in Illinois. Today this highly regarded 215-bed community hospital serves as a cornerstone for a continuum of services, including a renowned Women’s Center, a Health & Fitness Institute, a state-of-the-art Acute Care Center, and **omit comma** medical facilities throughout Lake County, Illinois.

Throughout its history, Lake Forest Hospital has considered it essential to stay at the leading edge of medical technology in order to provide the most advanced care to the people in its service area.

A key component of that care is magnetic resonance imaging (MRI). “Having a unit that **is onsite** and available 24/7 allows you to provide care in a timely fashion,” says Allan Goodman, **on-site** diagnostic radiologist at the hospital.

Marketable MRI

The hospital has a Signa LX 1.5T system from GE Healthcare. “We ended up selecting GE based on their service, the image quality of the system, and the comfort that radiologists and technicians had with using the equipment,” says **omit comma** Marshall Oberreider, the hospital’s vice president for professional services and human resources.

To uncover this information, GE Healthcare wanted to ‘kick the machine’ to see how it worked and talk to technicians and radiologists who were actually using the equipment,” says **omit comma** Oberreider. **These spellings don't match. Confirm correct spelling. See larger note on last page.**

In addition to reassuring the Lake Forest team about the quality of GE support, these site visits revealed something else about the Signa scanner. “Exquisite image quality,” says Dr. Goodman. He says that radiologists and clinicians are interested in images that go “beyond diagnostic” to enable visualization of the smallest details of anatomy and pathology to support advanced applications and optimal patient care. Having “knock your socks off” image quality, says Dr. Goodman, is also essential to marketing the new system to referring physicians, to hospital administration, and **omit comma** the general public.



Having marketable MRI services is critical to Lake Forest Hospital. "Our service area is highly competitive," says Oberreider. There are five other hospitals within 45 miles of Lake Forest Hospital, as well as numerous imaging centers – all offering MRI services. And Certificates of Need have been issued for two additional hospitals in the area.

The hospital has more than 600 physicians on staff, over half of whom are primary care providers with the rest in specialty practices. MR referrals also come from providers outside the hospital's immediate service area. The largest portion of their payer mix is managed care, with Medicare representing around 30 percent.

Oberreider sees the fixed Signa MRI system as being "mission critical" in terms of enabling the hospital to compete successfully. "The Signa MRI system has had a very positive impact on our bottom line. It enhances continuity of patient care, enabling physicians to refer their patients to one site for all their tests. We continue to see nice growth in our referring physician base and patient volume is increasing."

Add commas: change to 8,000 and 5,000

Approximately 8,000 MRI procedures are performed each year at Lake Forest Hospital with 5,000 MRI procedures performed at the main hospital location, split 50/50 between inpatient and outpatient cases. Neuro and musculoskeletal applications dominate, says Dr. Goodman. The hospital also performs abdominal, cardiac, and vascular studies.

An area of particular growth is breast MRI studies, says Dr. Goodman. New guidelines on breast imaging from the American Cancer Society and the American College of Radiology are contributing to this increase, he says. "GE provides excellent breast MRI and all the support we need to provide full patient service including image-guided breast interventions. GE imaging vendors and has enabled us to provide state-of-the-art breast MRI."

Oberreider points out that Lake Forest Hospital is well-known for its women's services and that breast MRI is a "wonderful complement" to its range of services for women, including screening and diagnostic mammography.

The hospital uses a GE CADStream image management system to enhance the analysis and management of breast MR data. CADStream automatically generates a processed series of images according to protocols established by Lake Forest's radiologists. In addition, CADStream automatically highlights suspicious areas in an image



"GE image quality equals or surpasses that of other vendors and has enabled us to provide state of the art breast MRI"

- Allan Goodman, M.D., Radiologist

so clinicians are directed to key areas of interest. Given the growing volume of breast MR studies, Dr. Goodman says that the hospital is considering the addition of a new MR scanner to be primarily used for breast exams.

Streamlining surgical and ER procedures

On-site MRI also has had a significant impact on the surgical and emergency departments. "Surgeons need access to diagnosis in a timely fashion," says Dr. Goodman. "We like having the flexibility to schedule exams when they're needed and to be able to say to surgeons: 'We can get you your diagnosis and we can get it now.'"

change to "more than"

Immediacy of diagnosis enhances emergency department service. Oberreider. The hospital's Emergency Department treats over 10,000 patients annually. "Our ED docs can send a patient right over to have an MRI. The patient doesn't have to be admitted or scheduled to come back for the exam."

Patient images are managed digitally via a PACS. Technologist Folstad says the system is "very easy to use" and provides the flexibility to send images to any DICOM compliant system, to copy them on CD, and to archive them digitally.

omit comma



"I can't say enough good things about GE service. They monitor our system remotely by computer. They always follow-up on any issue and call to make sure everything's okay."

- John Folstad, Technologist

Service and support as promised

Technologist John Folstad says the system lives up to the hospital's expectations. "The GE service is excellent. They monitor our system and follow-up on any issue and call to make sure everything's okay. Our service engineer actually gave me his name. I can call him directly and he can take care of me."

Omit Tech. John. He should be intro'ed above. Replace with only his last name.

The technologists also appreciate the iLinq™ feature on the Signa console, says Folstad. This exclusive GE service technology enables users to communicate with GE applications specialists simply by touching a button on the operator console. "If we have a problem, we just get on iLinq and we always get a response, usually within ten minutes," he says.

use numerals: 10 minutes

Perhaps the best thing about GE service, says Folstad, is how little it's needed. "GE seems to respond very quickly after they know the technology is going to work. The system is a workhorse. It gets everything done that we need and we couldn't be happier with it."

Add comma

Easy for techs. Safe for patients.

Lake Forest Hospital recruits technologists from a local community college that provides x-ray, CT, and MRI training – a chance for the

hospital staff to spot a promising candidate for recruitment. "GE's technical support and applications training are very easy to follow, even for new techs," says Folstad.

The Signa system enables technologists to "make better images in a shorter amount of time and tailor them to a specific patient," he says. This flexibility enables technologists, for example, to handle a patient who is moving. "You change your parameters a bit to make sure they are comfortable and you get a quality image." In comparison, he says, other MR systems are "one size fits all. Case closed."

He needs to be introduced by his first name here, not down below.



Signa's detachable table is another win-win for patients and staff. It enhances the safe and efficient transfer of patients, says Folstad. "You only have to move the patient once, from their bed onto the table. That reduces the risks of injury to patients and staff during transit. In an emergency, you just detach the table and take the patient out of the scan room for immediate help."

Immediate access to quality care – then and now

Lake Forest Hospital was founded in 1899 because community leaders wanted to provide citizens with better access to medical care. At that time, the nearest hospital was more than 20 miles away by train – a long trip in those days.

More than 100 years later, the hospital's mission remains the same. In

Hyphens: state-of-the-art

"We have state of the art MRI technology on site, available 24/7, performed by highly trained technologists and physicians who are capable of rendering accurate diagnoses in a timely fashion," says Dr. Goodman. "And GE Healthcare has been a partner in making that happen. They are the go-to people."

Vice President Oberreider echoes the value of the hospital's relationship with GE Healthcare. "We are expanding into other modalities with GE because they have been a good partner to us. We believe in investing with a company that follows up on the commitments they make to us."



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- Marsh Oberreider, Vice President, Professional Services / Human Resources.

The sm mark shouldn't be needed. Remove and add a period.

omit period

O.K., the lady's name is spelled as "Oberreider" (e before i) 6 times and "Oberrieder" (i before e) 2 times. The correct spelling must be determined and used throughout. I've circled her last name each time it appears. Adjust as needed.

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