



Because Quality Matters

INSERVICE-INHOUSE™—A TURNKEY SOLUTION

How to Transfer Ultrasound Service Internally & What are the Benefits?

Prepared by: Conquest Imaging

Cost savings is an important driver as Healthcare Providers consider bringing ultrasound service internally. Did you know that you can save 40% per year versus maintaining manufacturer support, or 26% per year versus using a third party independent service organization?

- *Raise Esteem of Clinical Engineers*
- *Increase Customer Satisfaction with All Ultrasound Stakeholders*
- *Increase Uptime and Patient Throughput*
- *Service and Maintenance Flexibility*
- *Records Management*
- *Clinical Engineers On-Site Readily Available*
- *Improved Communications*

INTRODUCTION

Some larger Ultrasound Healthcare Providers consider the business case and practical need to bring ultrasound service inside, but actually shy away from the opportunity because it is an enormous undertaking with many challenges. Facilities that have attempted to take on the responsibility themselves without prior experience discover the hard way that it requires expertise to properly plan and execute such a transition. Without that knowledge base there is significant risk that the department and resources will experience major disruptions, unexpected costs and impact to patient care, often resulting in abandoning the effort altogether.

After over a decade of providing quality, independent ultrasound service, technical support and ultrasound products for all the major original equipment manufacturers—ATL, Acuson, GE, Philips, Toshiba, Hewlett Packard and Siemens—Conquest Imaging recognizes the need and the advantages of bringing InService-InHouse™. After all, we have a tremendous amount of experience at it and have assisted many clinical engineering departments in navigating the complexities of implementation and a seamless transition.

BUSINESS BENEFITS & COST SAVINGS

The business benefits and cost savings can be significant and in our experience range from 26% to 40% per year depending on your current service and support plan.

In addition, the responsibility follows a direct route to the onsite staff creating efficiencies that translate into better response time and shorter time-to-repair performance because they are prepared with the right training and inventory of ultrasound parts to get the ultrasound system operational quickly.



GETTING STARTED IS EASY

Integral to the process of bringing service internally through a guided program like InService-InHouse™ is establishing current records and having tools to effectively maintain them in full compliance with American College of Radiology (ACR), American Institute of Ultrasound in Medicine (AIUM) and The Joint Commission.

Direct access to support creates a natural benefit of increased, better communication between departmental managers, administration and the ultrasound system users. So, ultimately ultrasound productivity increases, as does the department's patient satisfaction, resulting in a win-win for all.

HOW IT BEGINS AND HOW IT TRANSITIONS

From detailing the business case for management, to mapping a complete plan for execution—everyone will know what to do and what to expect. You will understand what ultrasound parts and probes to inventory, so you can maintain quick response times, while keeping costs under control. We ensure best practices for documentation and accreditation are implemented as well as, provide comprehensive training tailored to your departmental needs.

It's a complex process which normally spans a 12-to-24 month time frame depending on how the transition is phased. We believe it is important to ensure minimal disruption to the department and absolute continuity of care for patients. Furthermore, some facilities require that timing in order to exit current ultrasound Original Equipment Manufacturers (OEM) relationships.

Our experience consulting with major medical institutions to transition their service internally extends across the complete spectrum of needs, including training, servicing, support, parts, and probes. Our customers include hospital networks and major healthcare networks such as University of California, San Diego (UCSD), University of California, San Francisco (UCSF) and many other California University Hospital systems. Net-net, we thoroughly understand how to assist you with bringing ultrasound InService-InHouse seamlessly and successfully.

“Partnering with Conquest Imaging to bring ultrasound service in-house was one of the best decisions I made. Conquest Imaging provided the training, the plan and now provides the parts, probes and support. It is a win-win for UCSD.”

~ Richard Rambo, Director
Thorton & Hillcrest Hospitals,
University of California, San
Diego, UCSD



HOW DOES THE INSERVICE-INHOUSE™ PROGRAM WORK?

WHAT TO EXPECT

- *A complete implementation plan*
- *Start-to-finish, timeline of activities and milestones*
- *A comprehensive cost analysis*
- *Projected needs for parts and onsite staffing requirements to provide support*
- *A training plan to ensure onsite technical staff are prepared to service and support the ultrasound systems*
- *Perpetual support throughout the entire process, to ensure everything goes as planned*

Building the business case starts with gathering a few vital data points to understand the challenges, the associated costs for support, and the benefits and savings.

1. Identify the total ultrasound system, probes, peripherals, service manuals and software inventory in your facility. This foundational step serves as the basis for projecting the total support cost. Once identified, Conquest Imaging will consult with you to build the cost analysis to understand the scope of the project.
2. Document the current service contract status of the ultrasound systems, as well as complete a pre-inspection to identify problem areas to address prior to transitioning service support internally.
3. Assess the engineering manpower availability, and their current technical skill sets. This is key to help you determine what training programs will be needed. Conquest Imaging offers a comprehensive suite of ultrasound training programs, including Ultrasound Basics, System-Specific Preventative Maintenance (PMs) Service, DICOM and Networking Technology and hands-on troubleshooting and repair classes for all the major Original Equipment Manufacturers (OEMs)—ATL, Acuson, GE, Philips, Toshiba, Hewlett Packard and Siemens.
4. Inventory the existing service equipment and any additional technology is required to provide full-support, such as phantoms, scopes and meters. Conquest Imaging has a standardized list of required equipment, which will serve as a basis for what is needed and the associated cost.

Conquest Imaging consults with you to develop a thorough implementation plan, cost analysis and projected needs for parts, staffing requirements to provide support, a training plan and comprehensive timeline for completion. With the comprehensive transition plan in hand, you can answer all the questions your clinical ultrasound department and administration may have and you can be confident this is the right business and resource decision for your facility.

5 IMPORTANT ADVANTAGES TO THE INSERVICE-INHOUSE™ PROGRAM

There are several key advantages to bringing ultrasound service internally and Conquest Imaging believes our program for InService-InHouse™ ensures you gain all the benefits of this transition.

First, if your ultrasound facility has an internal pool of engineers supporting other departments, then the staff is ready-made. Once they have completed Conquest Imaging's comprehensive training and with the benefit of our 24X7 technical support, your engineers can be just as effective as the original equipment manufacturer. More importantly, you realize cost savings of approximately 40% versus the OEM's support. Gaining such a substantial cost savings is the most compelling reason other Ultrasound Healthcare Providers choose Conquest Imaging's InService-InHouse™ program. Conquest Imaging leads the industry in transitioning InService-InHouse™.

The second advantage and reason for our inService-inHouse™ program, is the relationship that is built and the confidence that comes with Conquest Imaging providing active 'hands-on' support before, during, and after the transition is complete. Customers rely on our continued involvement to help navigate any changes until their department is seamlessly running on their own. We compliment that continuum of support with our ultrasound training program and 24X7 technical support. As recognized industry experts, Conquest Imaging is the only full service ultrasound support company in the USA **100% focused on ultrasound.**

Training is a key part of ensuring a seamless transition. We believe the best approach is to bring training onsite to minimize department disruptions and expense. Our educational program can take your engineering team from ultrasound basics to advanced system troubleshooting and repair on ALL the major original equipment manufacturer's ultrasound systems—ATL, Acuson, GE, Philips, Toshiba, Hewlett Packard and Siemens. Our ultrasound training is rigorous and comprehensive, so your engineers graduate with the confidence they need to handle all levels of technical problems. Additional training expands skill sets and the value of your technical engineering staff increases commensurately.

“Once the facts are gathered and data points established, Conquest Imaging consults with Healthcare Providers to develop the right strategy. After all, ‘one size’ does not fit all; it’s most important to customize the plan specifically to a facility’s budgetary needs and resource requirements. If the scope is enormous and complex, a phased approach is best. You gain the benefit of our years of experience and expertise in transitioning ultrasound service internally.”

~ Mark Conrad

Third, response times accelerate and down time is decreasing because staff is on-site and prepared with the appropriate ultrasound parts to get the system up-and-running quickly, which increases the system's productivity—a win-win for clinicians, patients and your facility.

Fourth, it's much more convenient when the response and logistics for resolution and repair are handled internally; it's easier on departmental schedules and minimizes disruptions.

Fifth, with Conquest Imaging's InService-InHouse™ program you are assured records maintenance is AIUM (American Institute of Ultrasound in Medicine), ACR (American College of Radiology) and The Joint Commission compliant. We provide the documentation and best practices to ensure full compliance, accountability and efficiency are achieved.

If your institution has considered making the transition, then contact Conquest Imaging's technical team to discuss how the InService-InHouse™ program might work for you.

