

“We do only MR and we do it well. We're imaging more than 500 patients a month and...we hit our five-year projections in month five.”



Giving back is an added benefit of success. Hannum has worked hard to make this locally owned imaging center an integral part of the community. Seven months into the business he can already say InVision has donated to more than ten different regional charities. “That’s something very important to us and something we take great pride in,” Hannum adds.

**Committed to MR excellence**

“We do only MR and we do it well,” concludes Hannum. “We’re imaging more than 500 patients a month and believe it or not, we hit our five-year projections in month five.”

Helping InVision reduce the risks associated with such rapid growth means Philips is continuously exploring new ways to add value to the operation. Throughout the seasons of ownership Eric Hannum can rely on a well-established structure of support. “The vendor that you work with,” Hannum affirms, “from purchase all the way to the later maintenance years is crucial. It can make or break a business. Philips has provided us with a turnkey MR solution and we feel confident it was the best decision we could have made.”

“I truly view Philips as an integral part of our team, just as important as my front office, my MRI techs and my radiologists.”



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# High tech, high touch wins big in Hawaii

MR imaging center in Honolulu proves state-of-the-art 3.0T imaging and patient-centric care is hard to resist

**Who/where**  
InVision Imaging LLC  
Honolulu, Hawaii  
USA

**Challenge**  
Reinvigorate a competitive MR market by offering an experience preferred by physician and patient alike.

**Solution**  
Install a Philips Achieva Quasar 3.0T 16 channel MR system and combine that with a patient-centric service model.

Advanced technology and exceptional service transform a downtown-imaging center into a successful business venture. Where only 20 patients had been imaged per month, now more than 500 are being scanned.

Eric Hannum, President of InVision Imaging, knew providing the first publicly available 3.0T magnet in Hawaii could be a win/win situation. When he and his partners took over troubled Honolulu Open Medical Imaging, they removed a poorly performing 0.7T open system, replaced it with a new Philips Achieva Quasar 3.0T 16-channel system and began InVision Imaging LLC.

“We were fortunate to be able to use the existing Certificate of Need as an entry into the market,” he explains. “We had a hunch that if we offered the best technology and the best service, the referrals would follow.”



Eric Hannum, President of InVision

**Quality meets comfort**

“Whenever you start up a new practice like this,” says Hannum, “the referring community expects you to deliver from day one. As soon as we opened our doors, there was a barrage of patients.”

From the start, referring physicians and patients were treated to an experience both informative and satisfying. Exceptional speed and resolution in all anatomies gave

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“I wanted to integrate a high tech and high touch approach. High tech was obviously delivering quality with the Philips 3.0T. High touch was really providing patients with a spa-like experience.”

physicians MR images with surprising detail. And a quiet, luxurious facility welcomed patients into an environment of uncompromised comfort.

This was the marketing edge Hannum sought. “I wanted to integrate a high tech and high touch approach. High tech was obviously delivering quality with the Philips 3.0T. High touch was really providing patients with a spa-like experience. Even with DRA (Deficit Reduction Act) staring us in the face, we knew at the end of the day we were going to have the best offering in the marketplace.”

#### Selecting the right MR

Central to the InVision experience is the Philips MR system. “It was extremely important,” Hannum notes, “to deliver to the physicians and patients of Hawaii, the best technology available on the market.”

The Philips Achieva 3.0T X-series delivers breakthrough performance in high-field imaging, combining extreme clinical reach, simplicity in operation and all the advantages of 3.0T field strength. Philips high-linearity gradients provide spatial accuracy, even over large fields of view. Dedicated ExamCards and SmartExam functionality provide fully automated, one-click examinations with consistent anatomical planning.

From routine head, spine and musculoskeletal to the most advanced exams, the Achieva 3.0T X-series performs quickly and efficiently, with outstanding quality. Consistently excellent results help Hannum deliver on his high tech promise. “The Philips Achieva Quasar 3.0T has been an unbelievable choice for us from the standpoint of quality and service. We compared all 3.0Ts available, and the decision among staff was unanimous.”

#### Ready with images that work

Today, the bulk of InVision’s work is orthopedic and neurological with a focus on bodywork gaining steady ground, but being prepared on opening day for basic exams was critical for early community acceptance. “There were a lot of people waiting for us to open,” recalls Medical

Director Dr. Robert A. Lipman, “with physicians ready to move their referrals to the facility right away. Fortunately it took us very little time to get up to speed with our bread and butter musculoskeletal studies—the common joints, knees and shoulders. I thought we did a good job very quickly.”

Lead MR Technologist Linda Hanson understands that it’s the quality of the images that encourages referrals, “The orthopedists like the fact that we can deliver a small field of view with thinner slices for a better look at boney detail.”

“And our neuroradiologist is very happy with the brain images,” adds Dr. Lipman, “he asserts they show more contrast. Certainly the results of our brain MR angiograms are just gorgeous.”



#### A well-oiled machine

To be able to accommodate their current workload, the staff at InVision must function efficiently. The center is open seven days a week with the first exam scheduled for 5:30 a.m. and the last one at 10:00 p.m. “It’s a real team effort to keep things running smoothly,” states Hanson. “From the time a patient is scheduled, to their arrival and scan, it should be a fast, pleasant experience all around.”

InVision’s radiologists (there are five with two more to join soon) are associated with nearby Straub Hospital. One of the team is typically onsite, but all are connected electronically. Hanson explains the streamlined workflow: “Each requisition is faxed to the radiologist the prior day for review. The day of the exam we send images

to the radiologists at Straub hospital via a PACS system. They actually can see what we’re scanning as we do the study and tell us right then and there how to adjust. Our techs know how to make the 3.0T system perform optimally, so we always get the images we want. The referring physicians like the fact that the patients can leave here with their images in their hands.”

Keeping the Philips Achieva Quasar 3.0T running optimally is an essential part of realizing InVision’s monthly exam volume. Philips remote services and field engineers offer proactive support. For InVision, this is key. “It’s very important to have a great engineer, someone who you can work well with,” says Hanson. “Our Philips engineer is the best. He gets a lot of credit for helping us maintain our high throughput.”

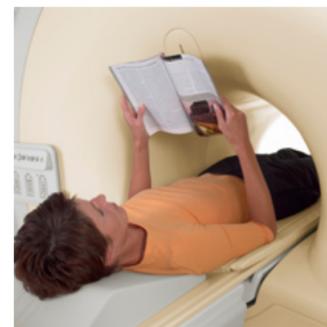
“It was extremely important,” Hannum notes, “to deliver to the physicians and patients of Hawaii, the best technology available on the market.”

Even with a busy schedule, InVision’s 3.0T system is sought after for research work. “It’s been very exciting having the 3.0T,” comments Hannum, “because research institutions in the community have actually contacted us to become involved in various projects. We’re in the midst of two, right now. It reinforces the fact that we have the best technology in the state.”

#### Advice from peers and pros

When Linda Hanson needs clinical direction for a new procedure or protocol, she knows where to turn. “When a radiologist says, ‘Hey, I want to try something new,’ I visit NetForum to get ideas on successful protocols.” The Philips NetForum Community allows MR users to connect online with other users from around the globe in a virtual users meeting to share clinical experiences, learn from peers, and optimize results.

In a similar fashion, Philips application specialists are only a phone call away, something Hanson finds useful for the occasional inquiry. “Recently, one of our radiologists was interested in prostate imaging and the Philips clinical specialists gave me some good direction and some things I could try to get the best images from our 3.0T.”



“From the moment the patient walks in, they’re made to feel special,”

#### Putting the patient first

Technological prowess means little to the patient if the scanning experience is a bad one. To assure the InVision experience is the best it can be, every aspect of the center has been tailored to appeal to the senses.

The design of the waiting and changing rooms, the training of the staff, the softness of the exam gowns, all cater to patient comfort. Patients are even asked to select a cable TV station or bring a favorite DVD—not for use in the waiting area, but to be viewed through a special set of goggles worn during the MR exam. And those who have difficulty getting to and from their appointment can be picked up by InVision staff or reimbursed for cab or bus fare. Satisfaction is paramount.

“From the moment the patient walks in, they’re made to feel special,” describes Hanson. “They’re greeted with a smile, a cool towel and a glass of water and invited to sit in our quiet waiting area. We try to keep wait time to five minutes or less. Then we explain the exam thoroughly to every patient. So when the study begins, the patient feels they’re in control of the situation.”

Hannum’s high tech, high touch approach appears to be working. “Our patients are going back to their physicians and without being asked, ‘How was your experience?’ they say, ‘that was the best MRI I’ve ever had.’”

“It’s very important to have a great engineer, someone who you can work well with. Our Philips engineer is the best.”



He continues, “To show you the level of service we are delivering—even though all our radiologists are associated with Straub Hospital, 97 percent of our business comes from outside the Straub community. That demonstrates we’re not ‘feeding ourselves’ or drawing exclusively from Straub. Those 97 percent of physicians could send their patients to any one of eleven facilities here in town. They choose to send them to us.”