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

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 Hansen, 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."

Quality meets comfort

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

Giving back is an added benefit of success. Hansen 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 Hawaii has demanded more than ten different regional charities. "That's something very important to us and something we take great pride in," Hansen adds.

Committed to MR excellence

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

"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 breathtaking performance in high field imaging, combining maximum clinical results, simplicity in operation and all of the advantages 3.0T brings. Philips high intensity gradients provide superior accuracy, new wave lengths of field, DualExcite in the X-series and 64-channel. Functionality is provided fully expanded, even multi-shot schemes with consistent, consistent planning.

A well-planned 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 assigned for 8:00 AM and the last one at 10:00 PM. "It's a real stress 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." Keeping the Philips Achieva Quasar 3.0T running optimally is an essential part of meeting Invision's monthly volume requirements. Hannum reviews cases and field engineers after procedures. For the Philips Achieva 3.0T, this is key. "It's very important to have a great engineer, someone who you can work well with," says Hanson. "Our Philips engineer knows the best. He gets a lot of credit for helping us maximize our system efficiency." Even with a busy schedule, Invision's 3.0T center stays open for research work. It's been very existing having the 3.0T, comments Hanson. "Because research institutions in the community have basically contacted us because involved in various programs. We're in the middle of all kinds of new research. It reinforces the fact that we have the best technology in the state.

Advice from peers and press
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,'" she says, "I turn to our Philips engineer to get advice." The Philips NetForum is key. "It's very important to have a great Philips remote services and field engineers," says Hanson. "Putting the patient first
Putting the patient first means little to the patient if the scanning experience is a bad one. To assure the Invision experience is the best it can be, Invision has set a goal to have 98 percent of patients say they would refer their friends to Invision. Satisfaction is paramount.

"From the moment the patient walks in, they're made to feel special," describes Hanson. "They're greeted with a smile, told where they're going to sit in our quiet waiting area. We try to keep wait time to five minutes or less. Then we offer a DVD—not for use in the waiting area, but to look at the scans. There's an exam gown worn during the MR exam. And those who require it can wear a set of goggles. The medical professionals are always there for our patients. The referring physicians like the fact that the patients can leave here with their images in their hands."

In the average hour, Philips applications specialists are only a phone call away, something Hanson finds useful for the medical 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.

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