



## Virtual Radiologic Replaces NightHawk and Helps Bladen County Hospital Better Serve its Community.

As told by Mindy Goldsmith, Ph.D., director of radiology services for Bladen County Hospital in Elizabethtown, N.C.

### BACKGROUND

It was mid-2006 when we determined it was time to switch teleradiology providers; we just never could establish a true partnership with NightHawk Radiology Services. After researching potential replacement companies — including NightShift Radiology and the RadLinx Group (now owned by NightHawk) — we selected Virtual Radiologic. Virtual Radiologic was the right solution for us due to its proven track record for quality interpretation reports and responsive customer service.

### TELERADIOLOGY IMPLEMENTATION

#### Rapid Deployment

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#### Key Radiology Partner

Virtual Radiologic provides Bladen County Hospital night and weekend teleradiology support, and delivers preliminary interpretations for ultrasounds, CTs and x-rays on a non-emergent and emergent basis. We interpret images for more than 550 cases a week. Virtual Radiologic handles approximately 75 percent of weekday/night cases and 80 percent of weekend cases.

### RESULTS

#### Quality Interpretation Reports

The quality of Virtual Radiologic's interpretation reports is fantastic. Our full-time locums radiologist over-reads and finalizes the company's interpretations in the morning, and we consistently experience a less than one percent discrepancy rate. Our medical staff trusts the radiology function and Virtual Radiologic's physicians, which is key to helping Bladen County Hospital deliver timely and quality patient care.

#### Customer Service Excellence

We also appreciate Virtual Radiologic's 24x7, fully staffed Operations Center on the rare occasion we experience technical issues. We're always getting a live person and being treated as if our problem is Virtual Radiologic's number one priority.

#### Quality Assurance Program

Furthermore, Virtual Radiologic's service excellence has led us to implement a Quality Assurance (QA) program with the company to ensure all interpretations — including non-Virtual Radiologic reads — meet the hospital's high standards.

#### A Strong and Valued Relationship

I'm pleased we have a strong and valued relationship with Virtual Radiologic. We couldn't be happier with the quality of Virtual Radiologic's physicians and the company's constant attention to customer service. It's reassuring to know our small hospital can provide excellent radiology services to the people of our community at any hour of the day.