



VIRTUAL RADIOLOGIC™

Extending radiology. Improving life.™

Balancing Commitments in Healthcare with Virtual Radiologic

As told by Mr. William Sweat and Dr. Lynn Carlton of Delta Radiology Group, LLC.



DELTA RADIOLOGY GROUP

BACKGROUND

Delta Radiology Group, LLC (DRG), based in Springfield, Missouri, specializes in radiology practice management. Their competitive edge relies upon their ability to maintain a delicate balance of commitments to both their radiologists and their hospital clients. DRG partners, Mr. William Sweat and Dr. Lynn Carlton, firmly believe that the key to succeeding on both fronts is teleradiology. For this crucial service, they chose Virtual Radiologic (vRad).

Radiologist Satisfaction

In order to attract and keep good radiologists in today's marketplace, DRG offers radiologists a very competitive and attractive compensation package.

Along with the financial commitments, the company assures their radiologists a more favorable balance of work and personal time. DRG radiologists are assured a typical work week, vacation time, free weekends and holidays and uninterrupted sleep at night.

Hospital Requirements

DRG promises their hospital clients reliable, quality patient care and a solution to radiologist staffing problems. Replacing on-site radiologists in today's tight job market is difficult, and hospitals sometimes find themselves in a crisis situation.

"Short-term or long term, we can react quickly," said Sweat. "We'll staff the hospital with a radiologist from within our network and commit to full responsibility for radiology functions, 24x7. We'll even provide the professional billing aspect."

The Teleradiology Advantages

Delta Radiology Group's commitment to providing coverage 24x7 to hospitals, with radiologists who work a manageable number of hours each week, might at first seem unworkable. "We cannot be successful working a typical work week alone," said Sweat. "This is where our relationship with vRad is critical. Teleradiology is an important component of our solution—key to our 'after hours,' vacation and holiday coverage. It's an integral part of how we do business and is vital to our success."

The Trust Factor

"We're very particular about whom we trust for the after-hours piece of our business," said Sweat. First on DRG's list of criteria was how many radiologists were on staff. "Teleradiology companies really need a large number of physicians to staff their services day in and day out," said Carlton. "If, on some night, there aren't enough radiologists to cover us due to some emergency shortfall at the teleradiology provider, that situation puts our company at risk. More importantly, that puts patients at risk. Few teleradiology providers can match the size of the radiologist staff at vRad."

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Mr. William Sweat
Delta Radiology Group



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"The teleradiologists had to be high quality as well—with first-rate clinical skills," continued Carlton. "vRad has very stringent criteria in hiring radiologists. Their list of doctors on staff is very impressive, with well educated and qualified radiologists."

Then there is the turn around time. "At vRad, the turn around times are just phenomenal," said Sweat. "And their operations and IT staff is always right there with us to manage initial set-up and technical support. vRad has the technical infrastructure we must rely on to deliver quality patient care and service to our hospitals. With their data center back-ups and IT sophistication, we don't worry about black-outs or down time in the middle of the night. The depth of their technological capabilities also makes it easy for vRad to easily connect any new hospital we serve with their system – it's a seamless process."

Also important was the capability to forge good personal relationships, such as what now exists between vRad physicians and DRG's radiologists and clients. "We liked vRad's concept of assigning teams to facilities," said Sweat. "It's been our experience that no matter which team is on call they are able to develop a relationship with our clients' ER doctors, their techs, the nursing staff, etc. They're all very cordial and very professional."

vRad met and surpassed all the criteria that DRG had on their list. "None of the other teleradiology providers we considered had all these things in place to our satisfaction," said Sweat.

The Security Factor

"Because I'm comfortable with vRad, it's easy for me to sell the 24x7 aspect to my clients," said Sweat. "When I tell hospitals about DRG's seamless coverage with vRad services, I also tell them about vRad's workflow structure, the number and quality of the physicians on staff there, the secure technical infrastructure and the comprehensive technical support. Their comfort level increases immediately."

The same scenario holds true with the comfort level of the physicians. "Our techs and ER docs say that vRad physicians are a pleasure to work with and do a great job," said Carlton.

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Dr. Lynn Carlton
Delta Radiology Group

Patient Commitment

Healthcare has become a very complex industry, but ultimately it all boils down to the quality of patient care. "That's what we all care about," said Carlton. "We only hire radiologists who understand that behind each image is a real person needing help. It's been our experience that vRad physicians feel the same way. They may be looking at images from patients who are thousands of miles away, but they still have compassion for the patient and are concerned about their well-being."

vRad has far exceeded DRG's expectations according to Sweat. "We're proud to market our relationship with vRad," he said. "As we grow our business and find new niches, we'd like to grow them with vRad."