Carestream

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Carestream Health is a worldwide provider of dental and medical imaging systems and healthcare IT solutions; molecular imaging systems for the life science research and drug discovery/development market segments; and x-ray film and digital x-ray products for the non-destructive testing market. For more information about the company's broad portfolio of products, solutions and services, please contact your Carestream Health representative or visit www.carestream.com.

In five years, what will organizations be able to achieve—in terms of clinical and financial excellence—they are unable to do today? How will your technology help make that happen?

Organizations should have a more complete patient record that clinicians can access to help deliver a higher standard of clinical care. Our PACS systems and cloud-based eHealth services help enhance the patient record by supporting communication of patient data and imaging exams to other information systems, including EHRs. We also help reduce expenses: our cloud-based eHealth services deliver fully featured capabilities at a very affordable cost-per-use basis and our SuperPACS Architecture enables facilities to share information among disparate PACS systems to preserve their existing investments. Advanced functionality built into our PACS platform delivers a more productive, cost-effective workflow and our RIS offers business intelligence tools to enable managers to improve equipment utilization and profitability.

Do you envision a time when the U.S. health care industry will achieve true interoperability? What needs to happen today to make that possible tomorrow?

Health care providers are beginning to participate in health information exchanges, which will play a vital role in interoperability, as will vendor-neutral repositories. Carestream Health's Clinical Data Archive not only image enables an EMR, it also collects and consolidates data from multiple sites into a single patient portfolio. The archive manages imaging exams, lab and pathology reports, video files, JPEG images and other data types. Communication with other systems is enabled through support for DICOM, HL7 and XDS, as well as IT standards such as CIFS and FTP.

How do you foresee the health I.T. landscape changing over the next decade? How will you ensure your company is a market leader in that new environment?

We see two major trends: a movement to thin-client/zero-client information management solutions and greater use of cloud-based services. Thin-client solutions enable IT managers to manage the burgeoning growth of healthcare data by reducing time-consuming software downloads and other manual tasks. IT managers may also elect to use cloud-based services to serve the IT needs of radiology and other departments. This will allow staffs to devote limited funds and personnel to the support of EHR and other hospital-wide solutions. As an established market leader in radiology healthcare solutions, we already have both products and services that address these trends.

What do you see as looming threats to the security and privacy of patient health information? How, as an industry, do we need to mitigate and/or eliminate those threats?

Many independent organizations are working with healthcare technology suppliers to help providers ensure the privacy and security of patient information. Medical device manufacturers have implemented a variety of data security standards in recent years. HIPAA requirements are well established, and new standards address the need for greater security across healthcare organizations' rapidly expanding networks. The Health Information Trust Alliance (HITRUST) is leading development of a common information security framework that can help enable secure sharing and management of patient data.

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