

# *iStream*

beyond imaging



From the  
**MD's Desk**

At Carestream we are passionately committed to doing whatever it takes to help our customers be successful. In today's rapidly changing global healthcare environment, where the mandate to provide better outcomes has never been greater, we add value by delivering personalized, affordable and practical solutions to help our customers advance.

In this issue of iStream we focus on these innovative solutions that offer a smarter way forward.

The benefits of upgrading to PACS-based viewing, reading and storage of diagnostic images can be tremendous. But for many facilities or departments, this capability has simply remained unaffordable. From our Smart Imaging Solutions portfolio we recommend a remarkable solution known as Mini-PACS, which offers an economical way to add PACS to your practice.

This software allows physicians to view patients' diagnostic images from their home, office or any remote location – on an iPad or many other mobile devices. The physician can also share the x-ray image with the patients on their mobile devices using the JPEG or DICOM export tools of our Image Suite software.

With the world moving to Ecommerce we also extend Smart, Simple and Convenient ordering

which helps you move from complex traditional to convenient digital.

This newsletter also includes exemplary solutions such as the Smart Link Remote Technology, Customer Success Network and Smart Service Portfolio, all of which help to keep your equipment running at peak performance.

We hope you enjoy reading this 7<sup>th</sup> issue of iStream and find it informative. A special thanks to Dr. Josey Verghese, Professor of Radiodiagnosis, Government Medical College, Alappuzha, Dr. Sanjay Valke, Valke Orthopaedic Centre, Kolhapur and Dr. Raju Gite, Ashwamedh Orthopaedic Clinic, Mumbai, for their valuable feedback.

We request you to share your comments and suggestions at:

[in-feedback-health@carestream.com](mailto:in-feedback-health@carestream.com)

**Sushant Kinra**

Managing Director  
Carestream Health India Pvt. Ltd.

## SMART, SIMPLE, CONVENIENT ORDERING

### CARESTREAM Managed Print Solutions

**An innovative, Web-based idea comes to health imaging**

CARESTREAM Managed Print Solutions is a comprehensive Web-based program available for healthcare imaging. It takes responsibility for virtually everything from monitoring and delivering consumables, to providing the latest DRYVIEW equipment and software updates. CARESTREAM Managed Print Solutions Web Portal which is currently available to our institutional customers, includes contract and billing statements, inventory records and film shipment status, giving the user the information they need to make informed business decisions.



## Shop Carestream

**Move from Complex Traditional to Convenient Digital**



Shop Carestream is Carestream's e-commerce platform which offers simple, smart and convenient ordering. This Online portal helps to improve operational efficiency with its automated product catalogue and improved Web experience.

Today's world runs online and e-commerce is on a steep trajectory. Our Shop Carestream eStore reflects this reality, providing a convenient way to buy Carestream products online, 24/7.

## SMART IMAGING SOLUTIONS

**Carestream Mini-PACS** **An Economical Way to Add PACS to Your Practice.**

Carestream's Mini-PACS offers advanced reading and reporting tools you need, at a

price that's manageable within almost any budget.

The benefits of the Mini-PACS solution are as follows;

- Enhanced user interface to acquire high-quality images with automatic image processing and PACS access.
- PACS-based viewing, reading and archiving of diagnostic images; similar to those of hospital enterprise systems.
- Ability to receive and review images from CT, MR, ultrasound and additional CRs through our DICOM Store Service Class Provider (SCP) software.
- A console that supports CR and DR systems so you are ready for the future.
- The option for the physician to view diagnostic images from any remote location on an iPad or many other mobile devices and sharing the x-ray with patients on their mobile devices using the JPEG or DICOM export tools of our Image Suite software.



**Affordable,  
PACS-Based  
Archiving.**

As you navigate your practice's future, the need to tap advancing technology while containing costs will continue to be a challenge. To succeed, the smartest strategy is to invest in imaging solutions that will adapt to your needs as you progress along the imaging continuum.

You need to go with technology that's future-proof – scalable X-ray equipment that's designed to expand along with your needs. When you're ready, Carestream can help you upgrade with solutions that are Right for Today, Ready for Tomorrow.

Scalable Solutions  
that are  
Right for Today,  
Ready for Tomorrow



## Carestream DIRECTVIEW V5 CR and DR Software

*A Single Software Solution  
for Greater Productivity.*

As demands on your time and budget continue to grow, you also need innovative ways to speed your workflow – and derive even greater efficiency from the CARESTREAM CR, DR, and DRX systems in your facility. CARESTREAM DIRECTVIEW V5 CR and DR Software is compatible with a wide range of Carestream imaging systems. By eliminating the need to learn and use multiple programs, DIRECTVIEW V5 CR and DR Software boosts productivity to a new level.

## CARESTREAM SERVICE AND SUPPORT

### Customer Success Network

**You are at the Centre of who we are**

With our Customer Success Network you are at the center of an extensive and experienced support network that is passionately focused on nurturing your ongoing success. Through a Single Point of Entry, our customers have easy access to a global team of experts who bring in years of innovation, creativity, and proven ability.

It's our personal realm of service and support which includes Customer Care Representatives, Customer Support Specialists, Service Engineers, Regional Product Specialists, Service Solution Specialists and Application Consultants.

We focus on keeping your equipment running at peak performance so you can focus on your patients.



### Smart Services Portfolio

Our Smart Services Portfolio includes Site Panning, Technical Training, Flexible Service Agreements, Software Options and Upgrade, Preventive Maintenance and many others services. Carestream technical support and professional services are designed to help improve reliability, optimize patient outcomes, minimize operating costs, and create efficient imaging workflows.



## Superb Imaging Performance Deserves Superb Service.

We'll keep your equipment running at peak efficiency.

A SMARTER WAY FORWARD.

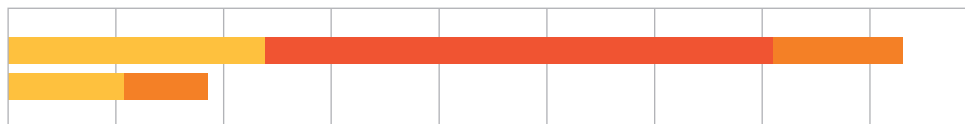
### CARESTREAM Smart Link Remote Technology

#### Your Connection to Remote Services

CARESTREAM Smart Link remote technology creates a powerful conduit between your Carestream solutions and our Customer Success Network. A log-in through a highly secure remote connection enables expert technical support for your CR, DR, and printing solutions -- anytime, anywhere. Carestream engineering professionals can quickly troubleshoot your medical imaging and health IT equipment around the clock.

#### Relative Resolution Time

Onsite resolution without Smart Link



With Smart Link remote resolution

■ Technical Phone  
Support and Diagnosis

■ Onsite Arrival

■ Corrective Actions

### CYBERSECURITY AND PRIVACY

#### Carestream's commitment to product security



The rapid adoption of electronic medical records and demand for greater access to patient services requires the highest data protection standards. Ensuring patient privacy and trust is critical. Carestream delivers product security that helps you achieve compliance with HIPAA, PIPEDA, EU Directive or additional regulations in each country. Together we can increase patient safety and meet clinical and business needs for confidentiality, integrity, availability and accountability in radiology workflow.

### SUPPLY CHAIN AND LOGISTICS SOLUTIONS

The success of a business links inextricably to the performance of its supply chain. If a business has to succeed it has to have a successful supply chain. Here are some of the areas our Supply Chain and Logistics team constantly work upon.

#### Inventory and Spare Planning

Carestream India operates through a network of 24 Warehouses for both finished goods and spare parts. We have a complete team of Planning and Logistics personnel who work with optimized inventory models to manage inventory demand variations as predictability is always a big challenge. For Spare Parts we utilize the Baxter planning tool to ensure that spare parts required are always available so as to reduce the downtime.

#### Strict Statutory and Environmental Compliance

We always ensure we have all the statutory approvals, Licenses, AERB approvals and BIS

certifications in place, before importing any products. To ensure Environmental Compliance we have recently changed the packaging of our DRYVIEW Laser Imaging Films. The white expanded polystyrene (EPS) foam tray has been recently replaced by a corrugated cardboard tray. This change is environmentally advantageous, as the corrugated tray is more easily recycled and prevalently accepted in recycling streams.

We also work with an authorized "eWaste Partner" to ensure Scrap material is treated in a compliant manner through Government approved vendors, ensuring no negative effect to the environment.

At Carestream we apply our insight's and experience to deliver innovative ideas that drive excellence across manufacturing, logistics, procurement, service, installation, training and servicing.





## Customers Speak

At Carestream we are passionately committed to doing whatever it takes to help our customers be successful. We connected with a few of our customers to talk about the experience they have had with us and with our products and solutions.



**Dr. Josey Verghese, Professor of Radiodiagnosis, Government Medical College, Alappuzha**

The Carestream team recently installed the DRX Evolution Plus System in our hospital.

With the installation of the DRX Evolution Plus System our workflow has improved, saving both time and energy. The Installation, calibration and the application support provided by the Carestream Service team is of superior quality. The team is also very co-operative.

The quality of the images taken by this system are excellent and the time spent on each patient has significantly reduced. This equipment is apt for a busy facility like ours.



**Dr. Sanjay Vilas Valke, Valke Orthopaedic Centre, Kolhapur**

I have seen good quality service where Customer is the King with only two companies and Carestream is one of them. I have been using Carestream products for three years now. Initially when I started using their equipment, I found it difficult to familiarize myself with the system but the service team guided me and resolved my difficulties.

The service support is always quick and their team responds immediately. It's a great experience as I haven't seen such promising service support before. With their training support, I have become tech friendly and a computer expert now. Their team is genuinely helpful and ensures customers' comfort and satisfaction.



**Dr. Raju Sahebrao Gite, Ashwamedh Orthopaedic Clinic, Mumbai**

We have installed the Carestream Vita Flex CR System, 4 years ago with the Mini-PACS software solution. This system provides high quality images and the throughput has helped us save time during peak hours.

The Mini-PACS software solution enables us to view, read and archive the diagnostic images similar to that of a hospital enterprise system. This is very beneficial for an orthopaedic surgeon like me.



### NEWS SNIPPETS



**Great Place To Work® Institute re-certifies Carestream Health India a Great Place To Work® :** Carestream Health India Pvt. Ltd has been re-certified as a Great Place to Work®, based on a rigorous assessment conducted by the global research and consulting firm, Great Place to Work® Institute. The assessment primarily evaluates 2 parameters, the Trust Index© and the Culture Audit©. The Trust Index© measures the employee perceptions of the workplace environment. The Culture Audit© is rigorous audit of our various people practices, programs and initiatives within the organisation under 15 practice areas. To qualify, the company needs to score, above 70 per cent positive response in the Trust Index© and a rating above 2, on the scale of 1 to 5 for the Culture Audit©. Together, these parameters reflect the trust the employees have in the organization and its management, the camaraderie, and pride in what the company does and what their contribution is to the big picture.

**Publications: Medgate Today, Express Healthcare**



**Carestream Earns 79 Patents in 2018 :** Carestream Health was awarded 42 new patents from the U.S. Patent and Trademark Office last year for innovation in digital radiography, extremity CT imaging and other healthcare technology areas. The company also received 37 additional patents in European and Asian countries last year. New patents earned by the company's scientists and engineers include:

- New medical image capture technologies related to the development of computed tomography (CT) systems designed for extremity exams; and
- Continued technology advances that further enhance the image quality delivered by Carestream's growing portfolio of radiology imaging systems and detectors.

**Publications: Medical Buyer, Express Healthcare, Modern Medi Health, India Med Today**

### Carestream's DR Room and Portable Imaging Systems earn Highest Rating in MD Buyline Report :

Carestream Health earned the top rating in MD Buyline's User Satisfaction Ratings for its portable and room-based digital radiography (DR) systems as well as its family of detectors in the first quarter of 2019. Carestream's DRX-Revolution Mobile X-ray System and its DRX-Evolution Plus and DRX-Ascend systems scored high marks from healthcare providers for performance, reliability, installation and service. The company's fully featured, reliable DR systems are designed to meet the needs of hospitals, clinics, urgent care centers and other imaging services providers across the globe. The company's latest generation of CARESTREAM DRX Plus detectors offer a lighter weight design, higher detective quantum efficiency (DQE), increased liquid resistance and improved battery life.

**Publications: Healthcare Radius, Modern Medi Health**

