Who makes the decisions about healthcare data storage and what are their primary concerns?

Carestream

We are pleased to present the results of this clinical data and archiving survey.

Recently, 91 senior healthcare administrators, radiologists, PACS administrators, and IT managers like you took the time to complete our questionnaire and we are grateful for their participation. The data we were seeking does not exist elsewhere as far as we know—making it especially valuable to us as we design solutions for healthcare IT applications. Some of the answers were as you would expect—but there were some surprises also. The implications of the study are far-reaching and important.

Background about the study.
The study was conducted online. Survey participants were recruited a few ways—via email, via a web banner on Aunt Minnie, and on Everything Rad (Carestream's blog). The study took place from June through September 2010.

Who responded?
Participants spanned every area of healthcare IT radiology expertise. Nearly half represented organizations that generate more than 50,000 images/year. Most are hospital-based and two-thirds have multiple sites. Because of the small sample size, crosstabs were not statistically significant. The results are therefore to be considered directional and not projectable.
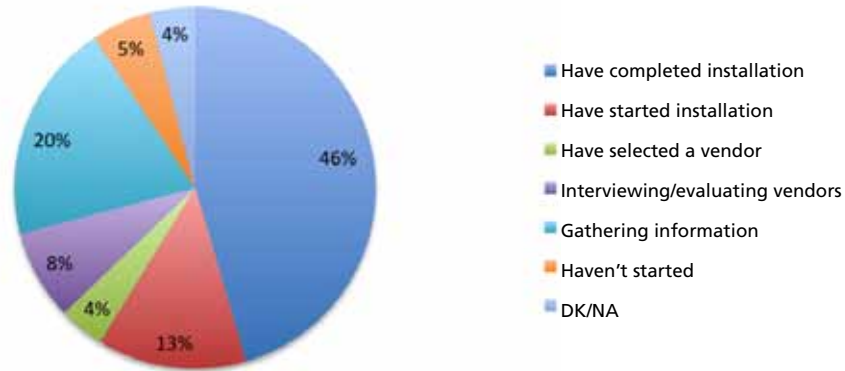
Purpose of the study.
As many of you know, Carestream is a major player in HCIS systems and archiving. Carestream was the most frequently mentioned vendor in our study—both aided and unaided. We are particularly interested in imaging professionals' impressions of image archiving and storage—and in understanding if those ideas have changed because of trends in healthcare, regulation, or technology.

Most meaningful findings:

• Two-thirds of the respondents said they had installed or committed to a specific clinical data sharing and archiving system—a decision most frequently made in synch with other technology changes/investments in digital radiography. As we expected, the larger the radiology facility or hospital—the more likely it is to have made this decision.

Where would you say your organization is today with respect to a clinical data sharing and archiving solution?

Pie chart:
- 46%
- 13%
- 4%
- 8%
- 20%
- 5%
- 4%

Legend:
- Have completed installation
- Have started installation
- Have selected a vendor
- Interviewing/evaluating vendors
- Gathering information
- Haven't started
- DK/NA

Interesting finding!

• The most important reason for choosing one archiving system over another was not cost!
• The most important reason for choosing one archiving system over another was **functionality**.
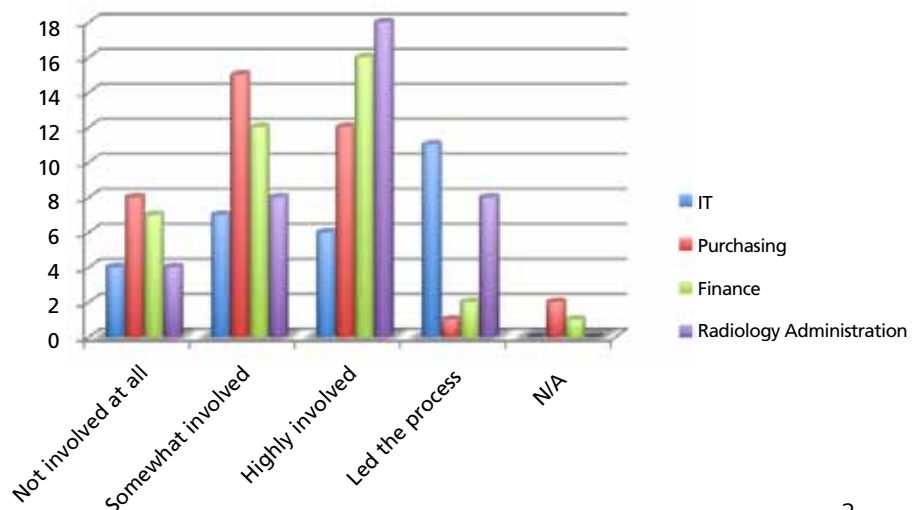
What would you say is the main reason your organization chose this clinical data sharing and archiving solution?

	Percent
Functionality	52%
Cost	30%
Ease of use	9%
Reputation	9%
Client testimonials	0%

Interesting finding!

Selection of clinical data archiving solution is an enterprise decision: Radiology has the budget responsibility and often the lead role is played by IT. The PACS administrator was not cited as the leader in the selection of archiving.

Involvement in the decision-making process

Bar chart with categories: Not involved at all, Somewhat involved, Highly involved, Led the process, N/A

Legend:
- IT
- Purchasing
- Finance
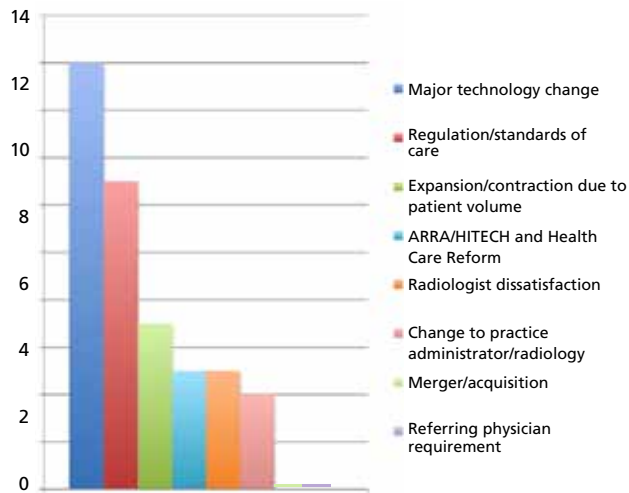- Radiology Administration

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What about the one-third who have not found their storage/archiving solution?

A third of the respondents have not committed to an archiving solution for their facility but expect the decision to move forward to be driven by changing technology, regulation/standards of care, and availability of Federal funds. As with those who have already committed to a solution, these future buyers will base their selection on functionality first, and then cost.
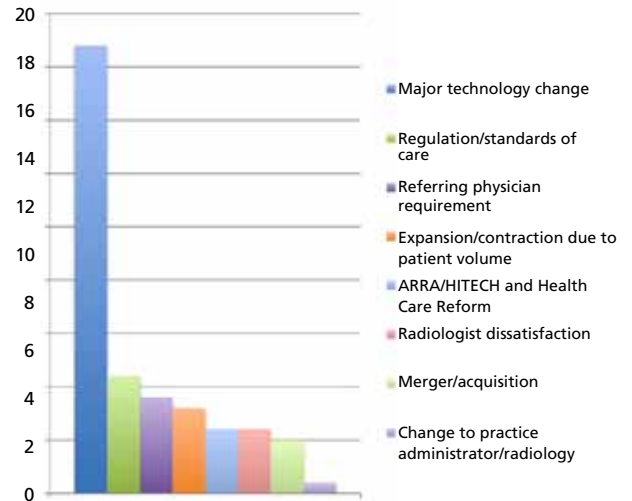
Not Yet Purchased

Which of the following factors do you expect to play a role in your organization's decision whether to purchase a clinical data and archiving system?

Legend:
- Major technology change
- Regulation/standards of care
- Expansion/contraction due to patient volume
- ARRA/HITECH and Health Care Reform
- Radiologist dissatisfaction
- Change to practice administrator/radiology
- Merger/acquisition
- Referring physician requirement

Purchased

Which factors would you say drove the decision to buy a clinical data and archiving system?

Legend:
- Major technology change
- Regulation/standards of care
- Referring physician requirement
- Expansion/contraction due to patient volume
- ARRA/HITECH and Health Care Reform
- Radiologist dissatisfaction
- Merger/acquisition
- Change to practice administrator/radiology

Large organizations with multiple locations lead the way.

As you might expect, the bigger the organization and the more locations it has, the more likely it is to have installed a solution for storage and archiving. Of the remaining organizations who aren't there yet, the remainder is in the information gathering stage or are already evaluating vendors. The smaller organizations are still ramping up and are in the early stages of investigation.

Implications for radiology.

Radiologists/Radiology Administrators: Our data implies that you would like to be more involved in the selection of the archiving technology used by your department. Ask your vendor to help you get up to speed in the functionality of the solution so that you can be more engaged with your IT peers in the selection process.

For a radiologist and a radiology administrator, archiving is a life-changing decision. Your workflow will become more efficient, patient care will be enhanced, information flow will increase throughout your community of healthcare professionals—if you have made the right decision.

IT professionals: Engaging your radiology colleagues as a part of the selection process will make sure your users know enough about what you are proposing to be happy with it. Often the practical implications of a technical recommendation are not clear to a user--and you can increase satisfaction with the system you select by setting expectations at the outset. Choose a vendor that understands both the clinical and the IT space to help answer questions during the selection process.

Who is Carestream?

Carestream Health (formerly Kodak's Health Group) offers a complete line of full-featured radiology PACS, RIS, and archival storage solutions as well as some of the most highly regarded workstations and digital capture systems in for both general radiology and mammography. To find out more about our solutions, go to **www.carestream.com**

Nota bene: Carestream and its agencies take no responsibility for the accuracy of the trends reported in this survey. All data is self-reported.