Featured Partner

ProSolv® CardioVascular, a FUJIFILM Company is focused exclusively on applying its technology to develop image management and reporting software for all cardiovascular subspecialties. ProSolv CardioVascular's history, commitment and expertise in software development and cardiovascular medicine are major factors in the company's ability to create superior software for health care professionals.

An interview with Aaron Waitz
President and CEO for ProSolv

Q: Why have you chosen MedAxiom as a strategic partner?
A: ProSolv CardioVascular is continually seeking ways to communicate timely information to the cardiovascular community. Our partnership with MedAxiom places us directly on the front lines with this important audience. We are poised to provide our customers with a premier solution for image and information management, at a time when it is becoming mandatory to document outcomes of all cardiovascular medical conditions. We value the opportunity to be an information leader to the private practice community.

Q: How does your business currently interact with the Cardiology practices?
A: ProSolv® CardioVascular is well positioned to provide guidance to the private cardiovascular practice market, with approximately 40 percent of the company's more than 350 system installations successfully completed in this segment of the market. Our professional services include project management, data migration and implementation that allow for seamless integration of up to seven cardiovascular subspecialties into a single workstation, often connected to multiple sites. We work with practices to understand their needs and are most willing to work within their existing IT infrastructure.

One of the most common requests from our customers is to create reports that are in the likeness of their current report format. Our architecture allows us to create reports that replicate the information and appearance of their existing reports in a relatively short period of time. Much of this work is done in collaboration with our report customization specialists who interview your physicians and understand the unique needs of your practice and referral customer base.

Finally the vast majority of our customers elect to purchase a post-warranty maintenance agreement which allow them upgrades at no charge. Many of these upgrades generally include new features or enhancements that improve productivity as a direct result of customer feedback. For example, customers upgrading from v3.0 to v3.5 realized the following benefits: toolbar, patient screen and reporting enhancements, image streaming, improved image processing, grayscale, pan, zoom, reorganized menus, and additional interface options including measurement transfer from legacy ultrasound systems and third-party hemodynamic systems. This ongoing customer interaction provides many ongoing improvements and benefits that impact both efficiency and patient care.

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Q: What primary products are utilized by the practices?
A: ProSolv CardioVascular, by providing a software only and vendor neutral solution, is able to provide multi-modality cardiovascular image and information management in a versatile and cost effective manner supporting the following modalities:

1) Echocardiography
   - Adult
   - Stress
   - Pediatrics (WIPs)
   - TEE
(2) Vascular Ultrasound
(3) Cath Lab
(4) Nuclear Cardiology
(5) ECG
   - Resting
   - Stress Test
   - Holter Monitoring
   - Event Monitoring
   - Cardiac Rehab
   - Patient Monitoring
   - Pulmonary Function Testing
(6) Cardiac CT/MR

From a single workstation, with a single log-on at any location, a physician can review patient studies and create reports within all cardiovascular modalities. ProSolv accepts images and information from any DICOM compliant acquisition device.

Q: What differentiates your organization from others?
A: A clear differentiator of ProSolv CardioVascular is that we provide a software only and vendor-neutral solution. In addition, the ProSolv CardioVascular software has been carefully designed to address each of the major issues of importance to the field of cardiovascular digital imaging including multimodality viewing, advanced quantitative analysis, customizability and workflow automation through HIS, ADT and modality work list integrations. Our ability to customize reports that mimic exacting requirements is unsurpassed in the industry.

Since many legacy imaging systems developed prior to the adoption of the DICOM standard for measurement transfer are still in use, ProSolv CardioVascular has developed the necessary interfaces to allow for the direct transfer of the measurements and data. This eliminates the need to re-enter the information manually, reducing errors and improving accuracy in work flow. This flexibility allows institutions to freely select the image acquisition devices that are best suited to their needs, now and in the future.

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Lastly, the common database design, including the ability to synchronize information from multiple locations due to bandwidth restrictions, allow ProSolv CardioVascular to accurately document outcomes of all cardiovascular medical conditions. This feature allows true integration across the care cycle, dramatically improving the overall value impact to both the patient and the providers of care.

Q: How do you intend to add more value to your customers in the next 12 months?
A: ProSolv CardioVascular's development will continue to follow a vision to address outcomes and quality of care issues through cross-departmental, comprehensive enterprise data collection, clinical and administrative reporting and intelligent applications in order to meet the changing needs of cardiovascular medicine. We will do so in collaboration with customers and in co-development with our luminary partners.

We are currently developing a program to allow our customers to upgrade fixed per-seat licenses to concurrent user licenses which will allow for greater efficiency in their practice. This will allow the flexibility to use any workstation as long as the concurrent number of users does not exceed the licensed amount.

In addition, as a FUJIFILM Company we will be able to offer continuous system monitoring and remote storage for immediate disaster recovery to our customers, including:

System Management
- 24x7 monitoring of systems, storage, network performance, utilization and availability
- System hosting services

Off-Site Archiving
- Secure off-site archiving of patient images and information
- Daily monitoring of archival accuracy and security
- Rapid response in case of a site emergency

ProSolv Cardiovascular Maintenance
- Active Monitoring included at no extra charge
- Software upgrades and telephone support

Q: What new products or services can we expect to see released in the next 12 months?
A: Current works in progress include:

Web Analyzer, which will allow full remote review, analysis and report generation capability.

Accreditation toolkit, to gather and accurately document all the necessary information for submission to the International Accreditation Organization (IAC), including ICAEL, ICAVL, and ICANL, for Echo, Vascular, and Nuclear Cardiology accreditation.

ProSolv CardioVascular Version 4.0 – Upgradeable at no charge to customers still under Warranty or on a Maintenance Agreement.

Advanced integration to Fujifilm's award winning Synapse® PACS. Provides an enterprise view to cardiology and radiology images and information. Shared infrastructure (storage and disaster recovery strategies) and single sign on makes this package a compelling solution for patient care.

Q: What are your long-term goals in serving the cardiology practice arena?
A: As MedAxiom's sole CVIIS (cardiovascular image and information system) corporate partner, ProSolv CardioVascular plans to develop an interactive relationship with the MedAxiom membership, providing meaningful educational programs and materials that will aid them in their selection of and transition to a digital cardiovascular image and information management system.

Our goal is to continually improve physician productivity, enhance our customers' revenue opportunities, automate complex medical imaging workflow, and maximize customers' return on investment in capital equipment and clinical information systems.

Q: Who should the MedAxiom practices contact with questions about ProSolv CardioVascular's company or products?
A: Members may e-mail MedAxiom@ProSolv.com or they may contact:

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