

OB/GYN Image Management & Structured Reporting

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- Dr. Sayed El-Azeem

Obstetrics and gynecology is the most personal medical specialty. A family’s hopes for their future lives are inextricably tied to their reproductive health. Pregnant women make significant sacrifices to improve their chances of delivering a healthy baby. Obstetricians and gynecologists are a crucial component of the process, their most fundamental job being to raise the probability that their patients will complete successful pregnancies.

One of the most powerful tools available to obstetricians and gynecologists is Digisonics OB-Windows/OB-View clinical reporting and image management system. Easily customizable to suit individual needs, it helps physicians and departments manage ultrasound images and data, determine accurate due dates, monitor fetal growth, generate clinical reports and consultation letters, and handle the administrative details of billing and prescriptions.

Acting as a nexus of workflow control, Digisonics OB-Windows/OB-View greatly improves the efficiency of obstetrics and gynecology practices, helping them to increase their caseload while simultaneously improving the quality of their patient care.

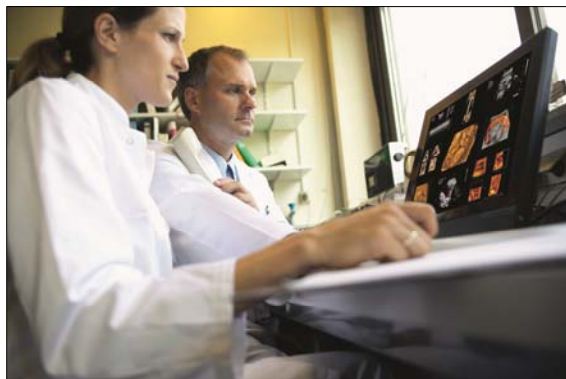
In single-handed private practice at Mahoning Valley High Risk Obstetrics in Ohio, Dr. Sayed El-Azeem

handles about 20 cases a day. He’s been using Digisonics for 13 years, and he considers it indispensable. “Digisonics eliminates steps and improves productivity. It saves time and helps me do more. I have more time for patients, and that improves my care.”

Another longstanding customer is Virginia’s Carilion Clinic, where Donna Ingram is the ultrasound supervisor of four different obstetrics sites, two of which utilize the Digisonics software. She collaborates with a dozen obstetricians and gynecologists, 20 radiologists, and about 15 residents, and what she considers a key benefit of the Digisonics solution is the auto-population of ultrasound data, which saves tremendous time and labor and helps to eliminate human error. Prior to implementing Digisonics, nurses, techs, or physicians manually entered ultrasound data, and physicians used that data to manipulate growth wheels to determine due dates and monitor fetus development. Using

Digisonics eliminated both nodes of human error. “Plus,” she stressed, “my physicians love the consistent and standardized reports.”

In Jacksonville, Florida, Dr. Francisco Gaudier is responsible for one of the busiest high-risk obstetrics practices in the United States. In 2009, his clinics administered more than 25,000 ultrasounds and generated a like number of associated reports, requiring a colossal amount of data and storage, all of



it handled by Digisonics. His practice doesn't see primary patients, only referrals, and they're complex cases. Through the years, he's created dozens of macros tailored to his specific needs. "The main reason we bought it was its customizability, what we could add to it based on our own needs," Dr. Gaudier explained. At the core of his Digisonics customization are the macros he's created for detailed, comprehensive consultation letters and the templates he's made for the various conditions his practice commonly sees – cardiac conditions, babies with developmental deficiencies, birth defects, etc. – all have standardized templates with specific treatment information, which saves tremendous amounts of time for his referring physicians. He raves about the quality of the consultation letters he's able to create with Digisonics. They're detailed and involved perfectly serving his needs, the needs of his patients, and their referring physicians. Very few things at his practice are dictated anymore, it taking just seconds to enter information directly into Digisonics, and he turns most cases around in a single day. Before, with dictation and transcription, it typically took more than a week (he no longer employs a full-time transcriber). "Digisonics is integral to my practice," he said.

Digisonics is an old-hand in the obstetrics and gynecology industry, with more than 400 systems installed worldwide, real systems operating in the real world, solving real problems. From an information technology perspective, having only one system to maintain in a practice is a huge boon, particularly given Digisonics commitment to top-quality technical support. Ms. Ingram, Dr. El-Azeem and Dr. Gaudier laud the quality of Digisonics customer relations, citing it as a major reason they've all stayed with the company for more than a decade. "Bottom line: they stand behind their product with good service and excellent technical support," Dr. El-Azeem explained, "They talk to you in person, like a person."

Dr. Gaudier doesn't think any other OB system offers the same range of benefits. Digisonics President and Chief Executive Officer Diana McSherry agreed, saying, "Yes, we're often a bit more expensive, but as a total package, we work hard to be the very best. Many customers come to us having already been burned buying cheaper systems. We'd like to help them get it right the first time." She smiled.



Sayed A. El-Azeem, M.D.
Mahoning Valley High Risk Obstetrics
8170 South Ave., Suite 2
Boardman, OH 44512



Donna Ingram, BS, RT-R, RDMS
Ultrasound Supervisor
Carilion Clinic
101 Elm Avenue
Roanoke, VA 24029



Francisco Gaudier, M.D.
Regional Obstetric Consultants
6885 Belfort Oaks Place, Ste. 240
Jacksonville, FL 32216

About Digisonics, Inc.

Digisonics has set the standard for image management and reporting software for more than 40 years – with the first review station, the first fully functional web-based system and the most configurable multi-modality reporting.

The OB-View Image Management and Reporting System combines high-performance image analysis, PACS image archive, integrated clinical database, comprehensive fetal growth analysis and automated growth curves, and professional, concise reporting into one complete system. An additional OBLink interface provides autopopulation of reports with patient demographics and measurements, saving data entry time and eliminating entry errors. Users will also have fully functional web-based access to their OB/GYN studies for image review and report editing via OB-View Net.