



What does your CT dose say about your facility?

Zwanger-Pesiri Radiology

Case Study

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SIEMENS



Key Benefits



Clinical:

Outstanding image quality including angiographic studies combined with dose-reduction features designed to help protect patients from unnecessary dose.



Workflow:

Large 78-cm gantry allows for faster patient positioning and comfortable imaging even for the most challenging patients.



Financial:

Peace of mind that comes with an investment in a CT that will serve the whole population, including obese patients.



Partnership:

Confidence in system uptime with proactive service, including remote monitoring.

At Zwanger-Pesiri Radiology, dose is a differentiator. The Long Island, NY, diagnostic imaging center serves patients in Nassau and Suffolk counties, covering approximately 50 miles to the east and west, and supports some 8,000 referring physicians. Zwanger-Pesiri recently acquired a SOMATOM® Definition Flash CT scanner primarily for its dose-saving ability.

“Every vendor that comes in claims they have the lowest dose in CT,” says Bob Day, chief technical officer at Zwanger-Pesiri Radiology. “But if you really look at their technology, they aren’t doing anything different than they were doing before. Siemens has built a better mousetrap. They are doing something very different with dose that no one else has done before.”

“At Zwanger-Pesiri, referrals for CT scans have picked up about 10-15 percent. But perhaps just as importantly, we haven’t lost any CT business, which, in this market, is a real accomplishment.”

Bob Day, Chief Technical Officer



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Increasing Dose Awareness among Patients

As you know, radiation dose has become a major topic in healthcare. So much so that even major media outlets are picking up the story and educating the general public about the impact of medical radiation exposure.

Even before its patients began asking about dose, Zwanger-Pesiri started to explore how it could further reduce dose in CT. “We see ‘low dose’ as not only being the right thing to do for our patients, but it also is a real differentiator for us,” says Day. “The question is how do you say that your CT scanning is different or improved? Our message is that we can provide superior image quality with very low radiation dose, and it’s worked quite well for us.”

Empowering Patients with Dose Information

As a way of showing its commitment to low dose imaging, Zwanger-Pesiri not only tells its patients how much dose they received, it also provides them with the printed information for their own personal medical files.

“We calculate the dose on our CT system for the patient as soon as the scan is completed,” says Day. “When the patient’s scan is ended, we give him or her a credit-card-sized card, which we call their dose card. It has their calculated dose in mSv right on it. By providing this information, we are demonstrating that we recognize the importance of dose and dose reduction techniques.”



Installation of the system went smoothly and Zwanger-Pesiri’s radiologists have been pleased with the system.



Referring Physicians Take Notice

Zwanger-Pesiri has a good reason to be paying such close attention to dose. According to Day, not only are its patients becoming increasingly aware of the issue, but dose also factors into physicians' referral decisions. In fact, referrals for CT scans have picked up about 10-15 percent on its Flash CT scanner. This is important "when most imagining centers have seen a decline; we have experienced an increase

in our CT business, which, in this market, is really saying something." says Day. "We have as many patients calling asking to be scanned on the Flash as we do referring physicians requesting their patients be scheduled on the Flash."



“There are two key components for coronary CTA. One is dose and with the Flash we are lower than all our competitors. The other is temporal resolution and Siemens has set the standard for temporal resolution in the industry.”

Bob Day, Chief Technical Officer

Making Low-Dose Coronary CTA Possible

In addition to its dose-saving abilities, the SOMATOM Definition Flash excels in coronary computed tomography angiograms (CCTAs). According to Day, “there are two key components for coronary CTA. The first is dose, and the second is temporal resolution. The Flash enables cardiac imaging without breath holds and a dose as low as or below 1 mSv with 75 ms true temporal resolution.”

Day projects that demand for coronary CTA will increase substantially in the years to come. “Now that we have a low dose way to do coronary CTA, we will continue to see an increase in the number of referrals for this exam.” In addition to coronary CTA, Zwanger-Pesiri is also using the SOMATOM Definition Flash for abdomen and pelvic imaging.

Low Dose as A Competitive Advantage

Installation went smoothly and Zwanger-Pesiri's radiologists have been pleased with the system. "I think the Flash has proven to our community that we're committed to offering them the lowest possible radiation," says Day. "From a marketing perspective, dose resonates with patients. The superior image quality is something that sets us apart from other imaging facilities, but low dose is something we do for patients because it's the right thing to do."

"Siemens has allowed us to go out there with confidence and say we are offering low dose imaging," Day continues. "I have confidence in Siemens and where they are headed in terms of dose. Their technology sets us apart in a very competitive market."

“I have confidence in Siemens and where they are headed in terms of dose. Their technology really helps separate us in our market.”

Bob Day, Chief Technical Officer



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