



Customer Case Study: The Corvallis Clinic

siemens-healthineers.us/magnetom-vida



The Corvallis Clinic Leverages Siemens Healthineers 3T technology to differentiate its patient care

At a Glance: The Corvallis Clinic



Physician-owned, independent medical care facility



Works with 100+ providers



Serves over a **quarter million people** in the northwestern part of Oregon



Region's **first and only** outpatient clinic to offer 3T MRI technology

The Corvallis Clinic, a physician-owned, independent medical care facility with more than 100 providers, serves over a quarter million people in the northwestern part of Oregon. With its decision to be the region's first and only outpatient clinic to offer 3T MRI technology, The Corvallis Clinic has established a competitive advantage, as well as an important goal to drive growth, expansion, and increased patient care.

A little more than two years ago, The Corvallis Clinic was facing an unsettling trend in its imaging business. The clinic was losing its neurology scans to a nearby hospital that offered 3T imaging. Further examination of their business revealed they had also lost a significant amount of abdominal scan work. There was no question—the clinic needed a powerful and compelling way to regain its competitive edge.

Imaging Services Manager, Mike Stringari, and MR Safety Officer and Technologist, Bart Pierce, were charged with finding that technology. They came to a landmark decision: **replace their old, non-Siemens Healthineers 1.5T MR system with a new high-end MAGNETOM Vida 3T from Siemens Healthineers.**





“Our top three objectives are to be the provider of choice, the employer of choice, and to remain independent.”

Ed Kelly
Chief Executive Officer, The Corvallis Clinic

Ed Kelly, Chief Executive Officer, joined The Corvallis Clinic after the decision was made. Yet it is very clear to him that the solution clearly demonstrated the clinic’s vision. “Our top three objectives are to be the provider of choice, the employer of choice, and to remain independent,” says Kelly. “The MR team made a convincing case that by acquiring the best technology, The Corvallis Clinic would show its commitment to providing the best services possible.”

Kelly added that the MAGNETOM Vida 3T differentiates the clinic on what he believes are the two most important questions the facility needs to answer to achieve its objectives: “Why would a patient or family choose to establish their care with us; and why would a doctor, provider or staff member choose to work for us versus the competition? Answering these questions help drive business, which allows us to stay independent.”



The Corvallis Clinic’s MRI technologists. From left: Laura Kaplan, Mike Stringari, and Bart Pierce with the MAGNETOM Vida 3 Tesla (3T) MRI scanner from Siemens Healthineers.



“We’ve shortened our scan times by an average of 33% for many procedures. As a result, we’re now seeing 150 more patients per month.”

Mike Stringari
Imaging Services Manager, The Corvallis Clinic

Shorter scan times, higher quality images

“Every day we utilize all that Vida 3T offers, for everything from routine scans to complex brain and abdomen work,” said Pierce, who has 30 years of experience in working with MR systems. “We get better pictures, get patients on and off the table faster, and we’ve gotten better reactions from doctors and patients. It’s turned out to be a great scanner for an outpatient facility like ours.”

Stringari added that with the system’s ability to shorten scan times by an average of 33% for many procedures, the clinic has seen its throughput increase by approximately 150 patients per month. Yet even as workflow has improved, so has the quality of the images.

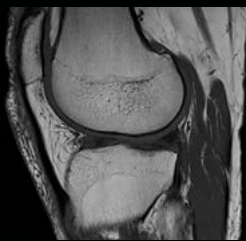
“We not only want our images to be diagnostic,” adds Bart Pierce, “we want people to say, ‘Wow, that is an incredible MR image.’ And that’s the nice thing about Vida—the ability to perform spectacular imaging.”

Image quality drives growth

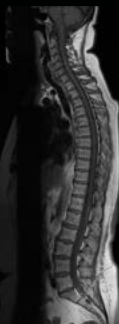
The results to date strongly support that 3T technology is making a difference. Since it was installed, neuro and abdominal studies have been returning to the clinic, and now the team is looking at where to expand its services. “Our abdominal work has certainly grown,” said Stringari, “and overall our musculoskeletal work is better. We’ve had the opportunity to do female pelvis exams and I believe that is one area we can grow. We’re also thinking about cardiology in the coming year.”

Documented results from The Corvallis Clinic’s experience with Vida 3T technology:

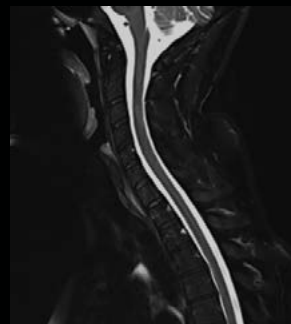
- 39% increase in total exams over first 8 months of system use
- 33% average exam time decrease
- Accommodates larger patients more comfortably with 70cm bore system
- Offers new exams: TMJ, enterography, fat/iron quantification in liver, female pelvis



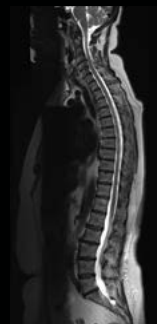
Sagittal T1 TSE, Knee Coil,
Magnetom Vida



Sagittal T1 TSE, Spine Coil,
Magnetom Vida



Sagittal T2 TSE, Cervical Coil,
Magnetom Vida



Sagittal T2 TSE, Spine Coil,
Magnetom Vida

Automation enables efficiency and consistency

When deciding to use a 3T scanner to handle all of their MR scanning, including the daily routine work such as knees and anatomy, the Corvallis team had to feel very confident that Vida 3T could perform efficiently and cost-effectively. Much of that benefit can be attributed to the system's automated technology.

"I think that the biggest benefit for this MR platform is really the development of the automation and the software," says Stringari. "Having pre-programmed protocols in place, that actually work, has made a huge difference."

Pierce gave the credit specifically to Siemens Healthineers' Dot engine and BioMatrix technologies. "The technology just makes everything so much easier—to position, to get the scan going, to get good images. This is literally profession-changing software." He is particularly pleased with Vida's ability to auto-align, auto-verify, auto-cover, and auto-localize. "We can standardize our exams, every single time," says Pierce. "Every single brain looks the same. It's consistent, and for the radiologist, that's really important."

Improved outcomes support value-based care

The quality and consistency of imaging, while aiding treatment decisions, also plays a role in driving improved, measurable outcomes. For this reason, CEO Kelly clearly sees the significance of MR in helping The Corvallis Clinic in its transition to a value-based care model.

Like most health care providers, The Corvallis Clinic is already recognizing a certain percent of its revenue by providing proactive healthcare. From Kelly's perspective, imaging is important for care and the measurement of outcomes.

"Imaging is a valuable diagnostic tool and it plays an incredibly important role in demonstrating improvement in the health of our patients," says Kelly. "I want to make sure that our partners out in the community understand the new modalities we have that can help improve the health of the community."

Kelly is actively promoting the new capabilities of the clinic's high-end MRI system to partners and referring physicians in the community, letting them know they can help demonstrate improvements in outcomes for health plans as it relates to reimbursement and other metrics that are important for value-based care models.

BioMatrix Technology



Anticipate motion for high-quality results with **BioMatrix Sensors**



Adapt to challenging anatomies for reliable exams with **BioMatrix Tuners**



Accelerate patient preparation for increased efficiency with **BioMatrix Interfaces**

Given his vast MR experience, Pierce was initially skeptical of automation. However, he has become a big fan. "You can set up a Dot engine and it walks you through the protocol, whether for a routine exam or a complicated one. I trained a tech recently and was able to teach him about MR while the machine was doing the clinical work to set up the scan." Yet perhaps the most important advantage the technology offers is that it lets technologists focus on what matters most. "The system allows you to spend your time reviewing the images and taking care of the patient, because you know that your exam is going to be exactly what you need it to be."

"The system allows you to spend your time reviewing the images and taking care of the patient, because you know that your exam is going to be exactly what you need it to be."

Bart Pierce
MR Technologist, The Corvallis Clinic

Referring physicians prefer 3T imaging

With the implementation of Vida 3T, lost work is returning, and new studies are finding their way to The Corvallis Clinic. Dr. Charmin Sagert, Attending Physician in Neuromuscular Medicine and Clinical Neurophysiology at The Corvallis Clinic, appreciates having such a high-quality MR imaging system at the clinic. Dr. Sagert primarily treats conditions of the central nervous system (brain and spinal cord) and notes how helpful the new system has been for finding some of the more difficult-to-visualize lesions.

"I think one of the most obvious differences I've seen so far is multiple sclerosis with the demyelinating lesions," said Dr. Sagert. "The system is so detailed that we are seeing more than we did before. As a result, we must decide whether we are seeing more because of the system or if there is actually a pattern change." Dr. Sagert also noted that because the Vida 3T provides more sequential imaging in these patients, it helps physicians better determine appropriate treatment pathways.

In other accolades, Stringari notes that several of the outside radiologists the clinic contracts with have commented that the abdominal work is "stellar." He notes that the orthopedics group within the clinic is also happy with the quality of scans coming from Vida. Additionally, Kelly states that "doctors are just thrilled about it in a sense that better technology allows for better diagnosis and consistent diagnosis."



Patients spread the word

"The word is out that we have a good system," said Pierce, as he talked about one particular patient, a woman in her 80s, who travelled almost an hour for her scan. The patient told him she was paying for the scan out of her own pocket and decided to travel the distance because she heard "this was the best machine in the valley."

"Patients love the new machine. It's bright, it's airy, it's got a huge bore, and there are features that make the scan easier on the patient," says Pierce. Among these patient-centric features are respiratory sensors in the table for abdomen work, and one-touch positioning using the Select&GO screen, which streamlines patient setup and avoids delays by accurately positioning the patient within the scanner. As Pierce noted, "You just hit the button and it takes the patient in. Not only is it more efficient, it allows you to be more engaged with the patient."

Another feature appreciated by patients and technologists alike is the BioMatrix dockable table with eDrive support. It provides motorized assistance so that patients with limited mobility can be moved effortlessly to and from the scanner. This saves the step of transferring to an MRI-safe wheelchair and eliminates the need for multiple moves.

Patients also notice how much faster their scans are: approximately 15 minutes shorter, on average. "A lot of MR success is based on patient perception and patient comfort," noted Pierce. "Patients come in and see the lighted ring and say, 'Oh wow, this is incredible.' It looks high tech. It looks like something that's going to give them a good study. It helps with the claustrophobia perception, and all of that helps relieve anxiety."

"You just hit the button and it takes the patient in. Not only is it more efficient, it allows you to be more engaged with the patient."

Bart Pierce
MR Technologist



Preparation
with Select&GO



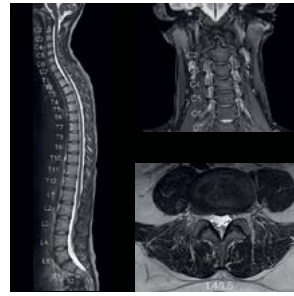
Touch panel with intelligent body model



Acquisition
with DotGO



Dot Engines and Dot Cockpit



Reconstruction
with Recon&GO



Multiple inline functionalities



Distribution
with MR View&GO



All-in-one viewing and advanced processing

Better patient care sets the foundation for a better future

For Kelly, who is driving the plans to grow the size of The Corvallis Clinic over the next three to five years, the investment in Siemens Healthineers MAGNETOM Vida 3T is part of a three-step process.

“Identifying and retaining the right people is first. Then supporting them with training and technology that lets them do the best job they can, in this case with diagnosing very hard-to-diagnose types of issues. And if you do that right, then you’re going to reach step three, achieving great medical outcomes.

Those are the ways the Siemens Healthineers helps us reach our objectives of being the provider of choice, the employer of choice, and remaining independent. But it’s all geared toward doing what’s right for the patient,” said Kelly.

Kelly confirms: Siemens Healthineers has given us a uniquely powerful competitive advantage in our marketplace.

“Siemens Healthineers has given us a uniquely powerful competitive advantage in our marketplace. At the end of the day, we know we have a phenomenal piece of imaging equipment that can drive our reputation for providing great patient care.”

Ed Kelly
Chief Executive Officer, The Corvallis Clinic

[➤ Learn more about the MAGNETOM Vida](#)

At Siemens Healthineers, our purpose is to enable healthcare providers to increase value by empowering them on their journey toward expanding precision medicine, transforming care delivery, and improving patient experience, all enabled by digitalizing healthcare.

An estimated 5 million patients globally benefit every day from our innovative technologies and services in the areas of diagnostic and therapeutic imaging, laboratory diagnostics, and molecular medicine, as well as digital health and enterprise services.

We're a leading medical technology company with over 120 years of experience and 18,500 patents globally. With about 50,000 dedicated colleagues in over 70 countries, we'll continue to innovate and shape the future of healthcare.

The outcomes and statements provided by customers of Siemens Healthineers are unique to each customer's setting. Since there is no "typical" hospital and many variables exist (e.g., hospital size, case mix, and level of service/technology adoption), there can be no guarantee that others will achieve the same results.

On account of certain regional limitations of sales rights and service availability, we cannot guarantee that all products included in this brochure are available through the Siemens Healthineers sales organization worldwide. Availability and packaging may vary by country and is subject to change without prior notice. Some/All of the features and products described herein may not be available in the United States.

The information in this document contains general technical descriptions of specifications and options as well as standard and optional features, which do not always have to be present in individual cases.

Siemens Healthineers reserves the right to modify the design, packaging, specifications, and options described herein without prior notice. For the most current information, please contact your local sales representative from Siemens Healthineers.

Note: Any technical data contained in this document may vary within defined tolerances. Original images always lose a certain amount of detail when reproduced.

Siemens Healthineers Headquarters

Siemens Healthcare GmbH
Henkestr. 127
91052 Erlangen, Germany
Phone: +49 9131 84-0
siemens-healthineers.com

USA

Siemens Medical Solutions USA, Inc.
Healthcare
40 Liberty Boulevard
Malvern, PA 19355-9998, USA
Phone: +1-888-826-9702
siemens-healthineers.us