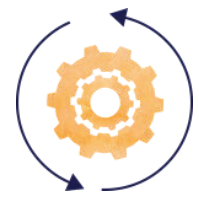


THE POWER OF OPERATIONAL MANAGEMENT



OBSTACLE

A provider with less than a handful of staff launched their portable diagnostic business in 2006 with ambitions to take on a nationwide competitor.

They knew they needed to make a move away from the clunky processes that came with running their business through excel spreadsheets, a fax line and QuickBooks.

If they wanted to be successful in their ambitious endeavors, they needed to invest in a comprehensive software platform that would allow them to run their business as efficiently as possible.

SOLUTION

This visionary provider understood that they were not just in the business of providing healthcare services, but also needed to leverage technology to streamline their operations and to securely exchange healthcare information with various partners to compete in the market space.

With its intuitive workflow tools, *MediMatrix Portable Connect* enabled them to manage all aspects of the exam from order entry, image delivery and results sharing. Additionally, they were able to optimize their workflow by automating the distribution of these images to multiple reading groups and ultimately to their clients.

OUTCOME

In just three short years, the company grew significantly averaging 5,000 patients per month. In the following years, the company opened branches in neighboring states expanding from Ohio, into Indiana, Georgia, Michigan, and Kentucky.

A critical component to their growth was choosing MediMatrix, a streamlined workflow solution, rather than trying to piece together disconnected systems.

MediMatrix allowed the business to focus on their sales and marketing efforts instead of managing tedious, manual and disconnected business operations.