

# Radiology markets shift from on-site storage to more robust cloud-based solutions leading to data-driven decision-making

Gone are the days of purchasing and maintaining in-house data storage systems as more and more companies are opting to move away from managing these systems onsite. This shift can be attributed to a few key factors: remote work movement, rising costs of managing disparate systems, and the thirst to analyze data to drive better business decisions.

## REMOTE WORK MOVEMENT:

Since 2020, the demand for remote work has significantly risen. In an article published by \*Gallup, there was a significant spike in remote work in 2020 largely in part due to the pandemic. During this time, many workers found they were able to perform most, if not all, of their job functions within a remote work setting. As offices started to reopen employees wanted their companies to adapt to this new work-from-home model and overtime remote and hybrid work has become normalized. This switch was an initial driver to move systems from fixed data sites to cloud-based solutions.

## RISING COSTS OF FIXED SYSTEMS:

Upon reviewing how to navigate this migration from fixed hardware to a cloud-based system many radiology companies found there were cost savings with a switch. By migrating data storage to a cloud-based system, they would no longer have to pay large monthly fees for an office or a data center.

Additionally, there is less time involved in supporting required hardware maintenance, system upgrades, or other related IT tasks. Under further analysis, many found they were using outdated PACS systems which no longer allowed them to grow and manage their business. Many sites even had multiple systems managing data, a system for orders and records, a PACS for DICOM archival, and a billing system to manage reimbursements. Attempting to manage and streamline workflows from one system to another was no longer cost-effective and beginning to become cumbersome.

## A NEED FOR DATA AND ANALYTICS:

As radiology businesses began to shift to these cloud-based solutions, they have come to the realization that there is a better way to obtain data than attempting to piece it together from various sources. With this newfound knowledge, business leaders are able to take a deeper look into their data and analyze it from various angles to ensure they are making more data-driven business decisions, often leading to better outcomes. Not only does it allow a radiology company to be more impactful, but they are also starting to see the possibilities of sharing data with their healthcare counterparts in a more efficient way.

## WHERE TO START:

Many radiology companies know what they need to do to set their business up for this new way of managing data, but don't know where to start. And what they will find, is that there are solutions on the market that address all of these emerging trends without a heavy upfront investment. MediMatrix Portable Connect is an all-in-one solution cloud-based solution that allows companies to support remote and hybrid work for their employees and closes the loop on managing multiple legacy systems. Over the past two years, MediMatrix has taken to the cloud and all while modernized its system code set. While this was a large undertaking it sets the stage for future endeavors that will support users with the ability to obtain data from their MediMatrix solution to make informed decisions whether that be analyzing reimbursements, monitoring productivity, or tracking client's account usage. All of it will soon be at the users' fingertips..

\*<https://www.gallup.com/workplace/511994/future-office-arrived-hybrid.aspx>