

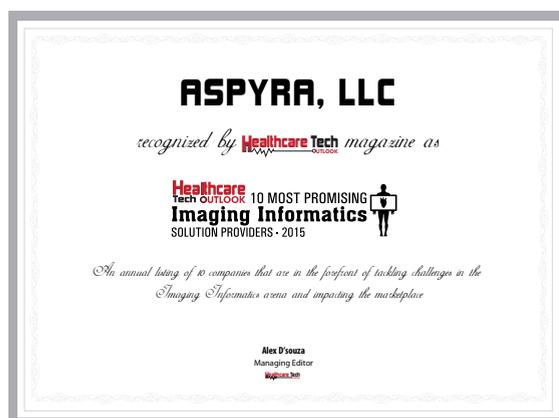
10 Most Promising Imaging Informatics Solution Providers

Imaging Informatics plays a crucial role within today's healthcare enterprise. Encompassing multiple areas of medicine, such as radiology, pathology, dermatology, and ophthalmology, imaging informatics focuses on improving patient outcomes through the efficient use of images and imaging-derived information in clinical care and research.

The application of imaging informatics solutions goes well beyond the clinical practices to research and education as well. These solutions help the pharmaceutical, environmental, food, beverage, and chemical materials organizations to reduce costs, accelerate decision making, improve laboratory effectiveness, and get products to market faster.

Meanwhile, the major challenge for the imaging informatics sector is to provide solutions that

are scalable to the demand. Also, the storage, presentation and the transfer of medical images through complex healthcare systems remains as a major concern. There are multiple vendors in the market who are striving to provide solutions that can overcome these challenges. In the last few months a distinguished panel comprising of CEOs, CIOs, VCs, and analysts including the Healthcare Tech Outlook editorial board reviewed the top companies in the imaging informatics domain, and shortlisted the ones that are at the forefront of tackling industry challenges. The selection panel looked at the vendor's capability to fulfill needs of buyers with effective solutions that curb the challenges associated with imaging informatics. In this edition of Health Care Tech Outlook magazine, we bring to you "Top 10 Imaging Informatics Solution Providers 2015."



Company:
ASPYRA, LLC

Description:
Provides Radiology Imaging solutions and Laboratory Information Solutions to every type of medical institutions

Key Person:
Gary W. Bennett,
President

Website:
aspyra.com



Aspyra, LLC Scalable Imaging Informatics Solutions for the Modern Healthcare Industry

With the advent of electronic health records (EHR), evolved the usage of Medical imaging informatics (MII) to efficiently capture, use, and exchange medical images. In the complex healthcare industry, imaging informatics has gained wide acceptance among the caregivers and has become a mission-critical functionality. However, by doing so physician practitioners are facing unprecedented reimbursement pressures in their overall healthcare expenditure. "Keeping pace with these challenges, we provide flexible imaging solutions for any organization—whether the client is a specialty practice like Orthopedics, an imaging center, or a larger health care facility," begins Gary W. Bennett, President, Aspyra.

The firm is a global provider of products and services for both laboratory and imaging marketplaces. Aspyra fulfills their evolving business needs with simple changes to workflow, with its uniquely flexible Aspyra Picture Archiving and Communications System (PACS). "Our Workflow Engine

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makes it easy to automate processes to reduce time, effort, and opportunity for errors,” says Bennett. From simple remote access to robust viewers, this vertical solution enables healthcare professionals to diagnose, consult, and maximize quality of care and efficiency, by offering three products—AccessNET, AccessMED, and AccessMED Lite.

AccessNET is an enterprise version that helps health experts in imaging modality viewing stations and enterprise-wide implementations. This PACS product helps users to easily and cost-effectively configure their workflow through simple customization, load balancing, redundancy, and remote backup archives. The only difference between these products is the user's involvement. "AccessNET is designed

for large health enterprises whereas AccessMED helps clinic size institutions, and AccessMED Lite assists the small clinics,” explains Bennett. Implementing these products users can maximize their productivity.

In addition to these solutions, Aspyra PACS's AccessSTAT is an ancillary offering which provides real time analytics on its client's applications and network. This process is carried out by generating automatic notices or alerts through email, text, or any other means of communication, allowing the management to have a clear view of the happenings across the organization. "We also offer other tools like automatic conversion of text reports and scanned notes to DICOM objects," Bennett adds. This DICOM conversion enables customers to deliver and receive diagnostic reports through automated distribution of the scanned reports and other paper documents, providing a complete and secure view of their patient's complete information.

"We compete in an industry comprised of billion dollar companies, but what makes us unique is our product breadth and stability combined with the added benefit that ASPYRA includes as standard many capabilities that other vendors charge extra for" says Bennett. Secondly, Aspyra distinguishes itself from these other companies by valuing a human touch with their on-site CARE visits including training and continuing to offer weekly webinars and features of the product to the existing customer base in real.

In the near future Aspyra will extend its access to mobile devices including tablets and smart phones. Additionally, "We are currently working on developing a new 3D model for handling, storing, and distributing the latest 3D medical images, which is a crucial development," says Bennett. This will add to the Multi-Planar Reconstruction (MPR) and Maximum Intensity Projection (MIP) capabilities already included in the product. As part of the road map Bennet and his team of well-trained industry experts also plan to enhance the firm's Mammography capabilities and Emergency Department workflow support. **HT**



Gary W. Bennett