

Radiology company expands healthcare opportunities with advanced connectivity

Reliability and low latency are critical for transmitting millions of high-resolution scans

A national leader in outpatient diagnostic imaging, a well-established radiology company performs over 10 million outpatient procedures annually. Their services include mammography, ultrasound, CT scans and MRIs. They employ over 10,000 people, including more than 500 radiologists.

To facilitate the faster transmission of data-heavy images across their multi-state network, the company sought reliable, secure connectivity able to deliver images with minimal latency. They reached out to Spectrum Business for enterprise.

"In our world, latency is key," says their IT operations manager. "Images are so huge now, with the technology that we have. A single mammography exam can involve multiple cross-sectional images. It's a constant push of images back and forth. We need a partner who can give us high-speed, low latency circuits."

To enable fast delivery of high-resolution images to and from a key data center as well as multiple outpatient locations, Spectrum Business installed four Ethernet circuits. This is backed by a service-level agreement guaranteeing 100% uptime.

In just two years, this technology partnership has evolved to include over 80 Ethernet and Dedicated Fiber Internet (DFI) circuits.

Faster fiber to manage larger images

The IT operations manager has seen his company's data scans increase in size many times over: "Mammography, for example, was never 3D until 4-5 years ago. That was a huge change. We need to be able to not only download these images in a timely manner but upload them as well."

Frustrations with other fiber providers prompted him to reach out to Spectrum Business. Having long been satisfied with their Spectrum Business broadband service experience at several locations, the IT operations manager wanted assistance with high priority data transfers.

Spectrum Business began by installing four circuits, including one at the main data center. Because patient-scan data must be transmitted securely, and with low latency, the radiology company went with Ethernet Services.

To guard against bottlenecks, the radiology company now tracks the flow of data moving from the data center via their circuits using a Spectrum Business connectivity service portal.

"We can manage a lot of the raw data we use so that it doesn't affect the bandwidth of the circuits our radiologists are using during the day," the IT



The timely transmission of radiology examination results is critical in healthcare. One national imaging provider relies on Spectrum Business connectivity to get needed data to doctors.

Customer profile

Company

Radiology Company

Industry

Healthcare

Services

Dedicated Fiber Internet (DFI)
Ethernet Services

CASE STUDY

Overview

- A prominent national provider of medical imaging, including mammography and MRI scans, needed connectivity that was both reliable and fast.
- The company produces over 10 million scans each year for physicians to review immediately in making urgent care decisions.
- Expanding to offer more types of imaging as well as incorporating the benefits of AI requires connectivity that delivers high volumes of bandwidth fast.

Outcomes

- Constant streams of critical data are exchanged between dozens of locations to fulfill advanced image processing needs with Ethernet Services circuits.
- High-resolution images are instantly transmitted to give physicians the information they need quickly, using Dedicated Fiber Internet (DFI).
- Spectrum Business provides the radiology company with the reach and technology expertise to continue expanding its number of locations and services.

Why it matters

- As early screening for breast cancer and other diseases is critical, the radiology company promotes access to these scans with connectivity upgrades.
- Spectrum Business fiber allows the radiology company to offer medical practitioners high image quality and fast service to more quickly serve patients.
- As they continue to add new locations across the nation, the company now has in Spectrum Business a technology partner able to support their steep growth trajectory.

Radiology provider expands healthcare opportunities with advanced connectivity



Many different types of medical imaging equipment utilize fiber circuits to facilitate actionable diagnoses from patient scans. Reliable, scalable Dedicated Fiber Internet (DFI) from Spectrum Business helps make this possible.

operations manager explains. "Images that need the most data get pushed through at night, while those that have been processed already require less data and can be sent to referring physicians immediately."

Expanding overall patient experience

To enhance connectivity, dozens of additional fiber circuits were installed at service locations to allow for faster data transmissions, patient WiFi and on-site television service. By transporting data in and out of specific locations, these Dedicated Fiber Internet circuits move massive amounts of bandwidth across the network, servicing many different types of technology.

"Our experience with Spectrum Business has been amazing. It is totally different from what we have experienced with other companies. I can't remember the last time I had to open a service ticket with Spectrum Business."

— IT Operations Manager, Radiology Company

Each circuit can quickly move scanned images to and from the radiology firm's imaging centers and other locations, enhancing overall patient experience as well as the ability of doctors and other health providers to offer immediate, exact diagnoses.

"We have changed the way we work to better serve our patients," the IT operations manager notes. "Dedicated Fiber Internet is a diverse circuit we can use to move images and also boost the signal strength of our patient WiFi. We also use its expanded digital capacity in storing and editing promotional videos that help educate our patients."

AI takes a central role shaping radiology's future

The IT operations manager notes the growing importance of AI in mammography, for example in identifying potentially cancerous masses: "For that, we have been using AI in clinics where Spectrum Business circuits are in place."

This is because AI requires an enormous, uninterrupted flow of bandwidth in capturing specific biological details and insights even trained specialists can miss. Spectrum Business Dedicated



Physicians require scans that are highly detailed, unaffected by latency issues. Ethernet Services offers the ability to channel high-speed data and get the clearest, fullest picture of a patient's conditions.

Fiber Internet and Ethernet circuits channel high-speed data currents to and from scanners and other devices, giving doctors more granular readouts with low latency.

The radiology company is continually incorporating new software to enhance the examination process. This too places more demand on expanding bandwidth. "We are planning to upgrade our circuit strength to meet these needs," the IT operations manager says. He appreciates how Spectrum Business circuits offer needed scalability as ever-larger data flows are envisioned.

A business with a mission

Medical imaging is a growing business, and one with a high sense of purpose. Making it easier for people to get scanned for potential cancers and other diseases requires a commitment to connectivity as well as to adding services and locations.

At one location, more than a hundred patients are seen daily. Two floors of machines for MRI, CT, ultrasound, X-ray and DEXAs (dual energy x-ray absorptiometry) scans, among others, are in regular use. Other locations specialize in other health needs, like prostate and orthopedics.

The demand for mammograms is so great that in addition to opening joint ventures with medical practices, the radiology company has also set up a bus offering exams to drive to fairs and other public events. Outpatient locations have even been placed in large shopping centers.

"We must be careful with any new circuit, that its latency is low. That affects how fast it loads into our system. Spectrum Business fiber delivers low latency data that allows high resolution images to be processed quickly."

— IT Operations Manager, Radiology Company

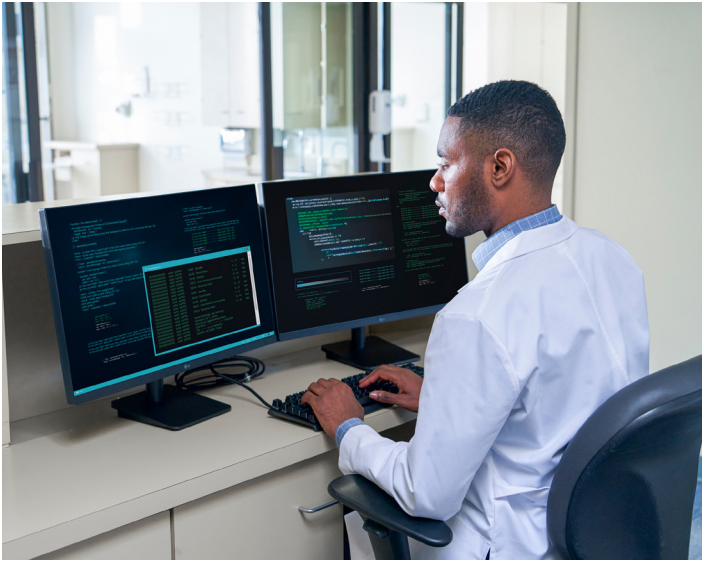
"Especially for women, we try to make sure they have access to mammography," the IT operations manager notes. "It's a way to make it accessible for them while they shop, and it takes just 15 minutes."

With hundreds of scans running through their circuits at any given time, 24 hours a day, the radiology company depends on its connectivity in delivering actionable information to patients and physicians alike.

Support to expand services

An ongoing technology partnership with Spectrum Business is one factor that helps fuel success for the company. Whenever looking to open a new patient-scan facility, the IT operations manager immediately reaches out to Spectrum Business to learn what they can do to help with the transition.

"Speed makes a huge difference for us," he explains. "For example when we are taking on a new project in an existing location, where a prior company is cutting



The ability to better diagnose diseases and other health issues using imaging has made getting scanned more common. This in turn places demand on additional bandwidth capacity. Fiber circuits from Spectrum Business bring with them the power of scalability.

the cord and not seeing patients anymore. We need to get in there fast and start putting our service into place so people are getting the attention they need."

He sees Spectrum Business as a key enabler for further growth:

"We have no issues when it comes to circuits, which is not what we have experienced elsewhere. I can't remember the last time I had to open a service ticket to have something replaced or repaired. In terms of pricing and service, Spectrum Business goes above and beyond whatever we need."

"It's not just pricing, but how quickly Spectrum Business can deliver connectivity. If one company says they can set up a new circuit in 60 days, Spectrum Business does it in 30 days. It's an easy choice."

—IT Operations Manager, Radiology Company

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