



Incorporating Longitudinal Repeated Measures in a Real-World Evidence Methodology to Prove Workflow Efficiency Gains

Speakers:

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Convenor:

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Victoria Barnosky

Dr. Victoria Barnosky has over twenty years of experience in healthcare operations and research. She is currently employed as a Clinical Outcomes Consultant for SUAZIO.

Victoria's educational background includes a PhD in Instructional Management & Leadership and a master's degree in Healthcare Administration. She holds the credentials of Registered Technologist in Radiology, Computed Tomography, and Quality Management, is a Certified Radiology Administrator, a Certified Imaging Informatics Professional, and a Fellow of the AHRA.



Amanda Bruemmer

At heart, Amanda is a nurse. Her journey has taken her from bedside care to an advocacy role where she focused on finding ways to streamline care without sacrificing quality, increase provider reach, and develop less costly care environments.

Over the past 17 years, Amanda has leveraged her clinical background to bring new products to market, manage electronic medical record software, advance sales' consultative skills, and develop valued businesses all which impacted revenue, maximized profits, and shortened sales cycles.

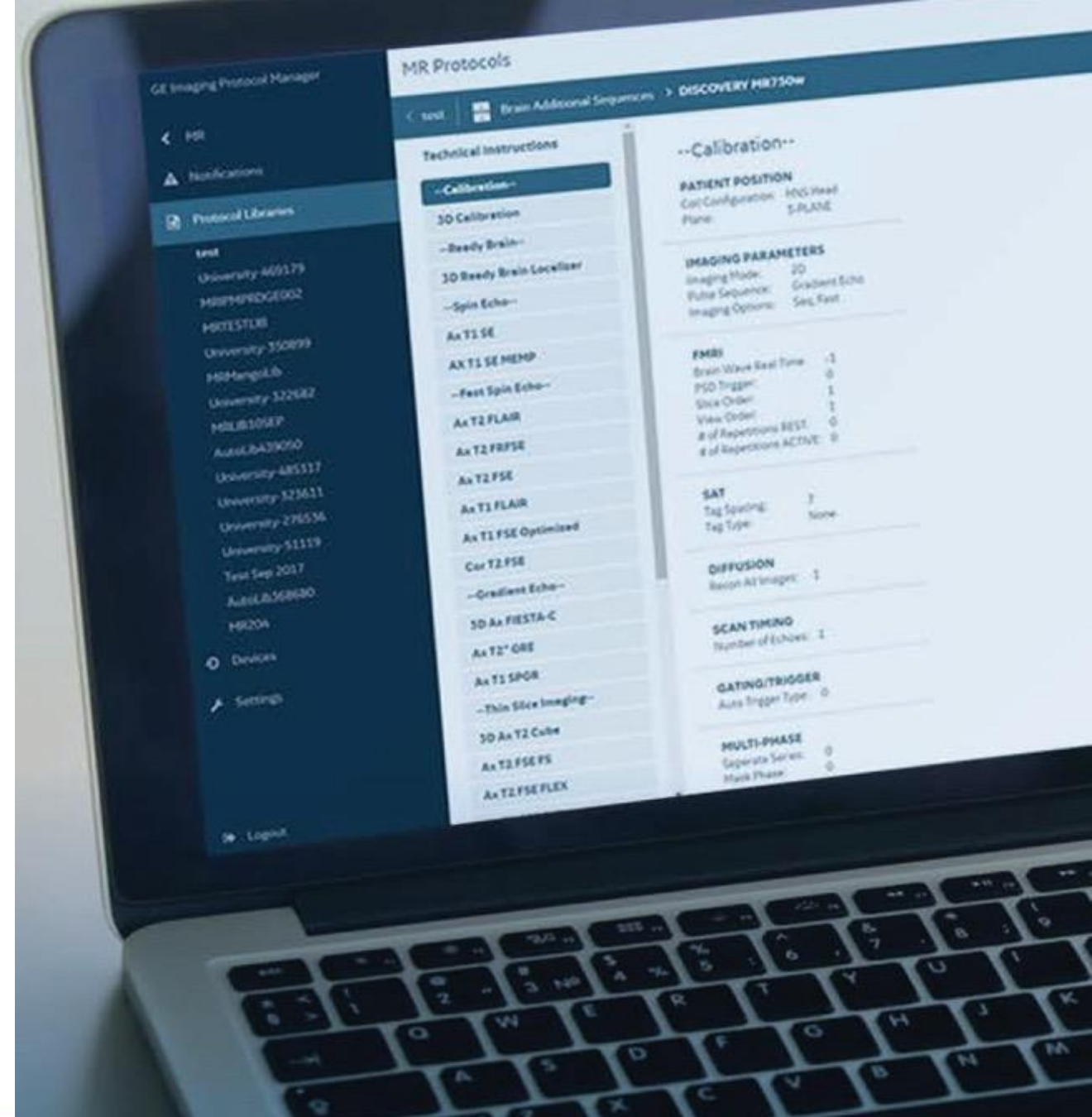


Agenda

- Medical Imaging Protocols and Management
- GE Healthcare Solution
- Research Design
- Study Results
- Next Steps

Medical Imaging Protocols

- Pre-defined directions for how an exam should be completed
- Specific to a facility/organization
- Guided by regulations and industry best practices
- Ever changing



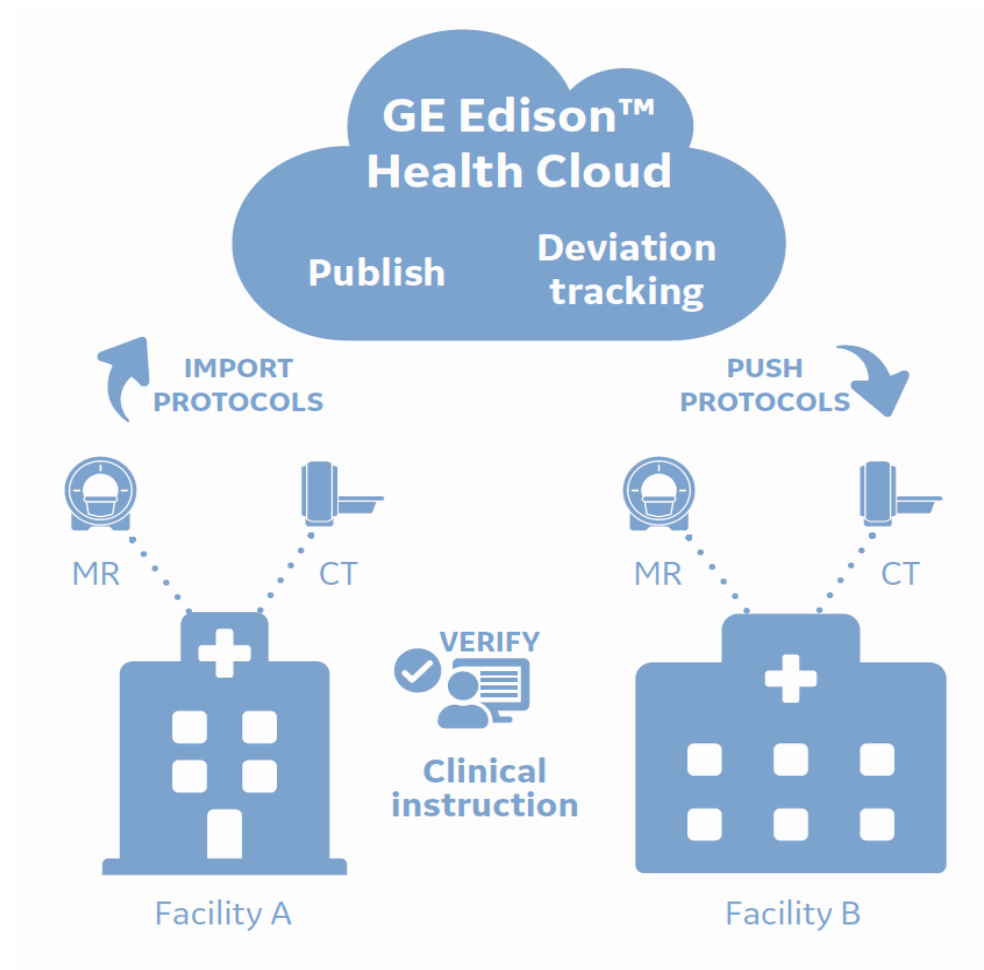
Protocol Management Today



- Manual protocol management is fraught with:
 - Disruption
 - Cost
 - Travel
 - Inconsistency
 - Repetition

GE Healthcare's Solution

1. **Import** protocols from devices to the cloud expectation
2. **Edit** protocols before publishing them as standard
3. **View and publish** standard protocols to be used on all devices
4. **Push** protocols to scanners in every facility
5. **Track and monitor** between the device and standard protocols on the cloud



Prospective Objectives

Decrease time:

- Process time
 - Protocol updates
 - Protocol creation time
- Travel time
- Convenience

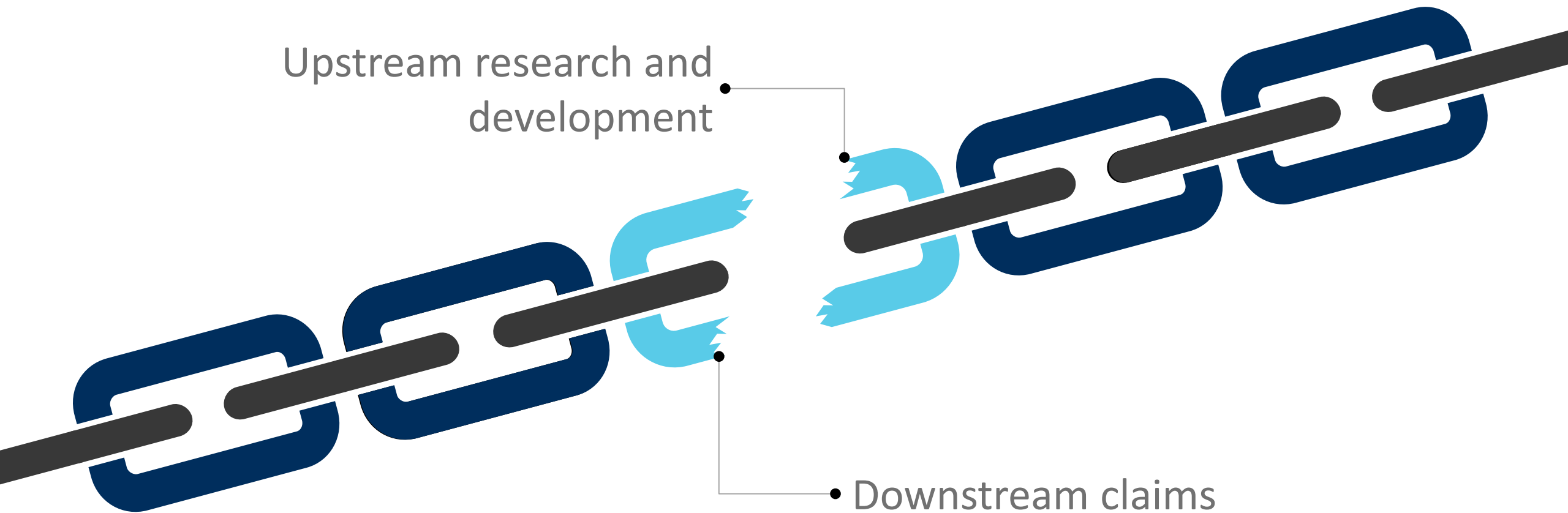
Improve consistency:

- Protocol uniformity
- Staff satisfaction
- Eased compliance:
 - Visibility
 - Tracking

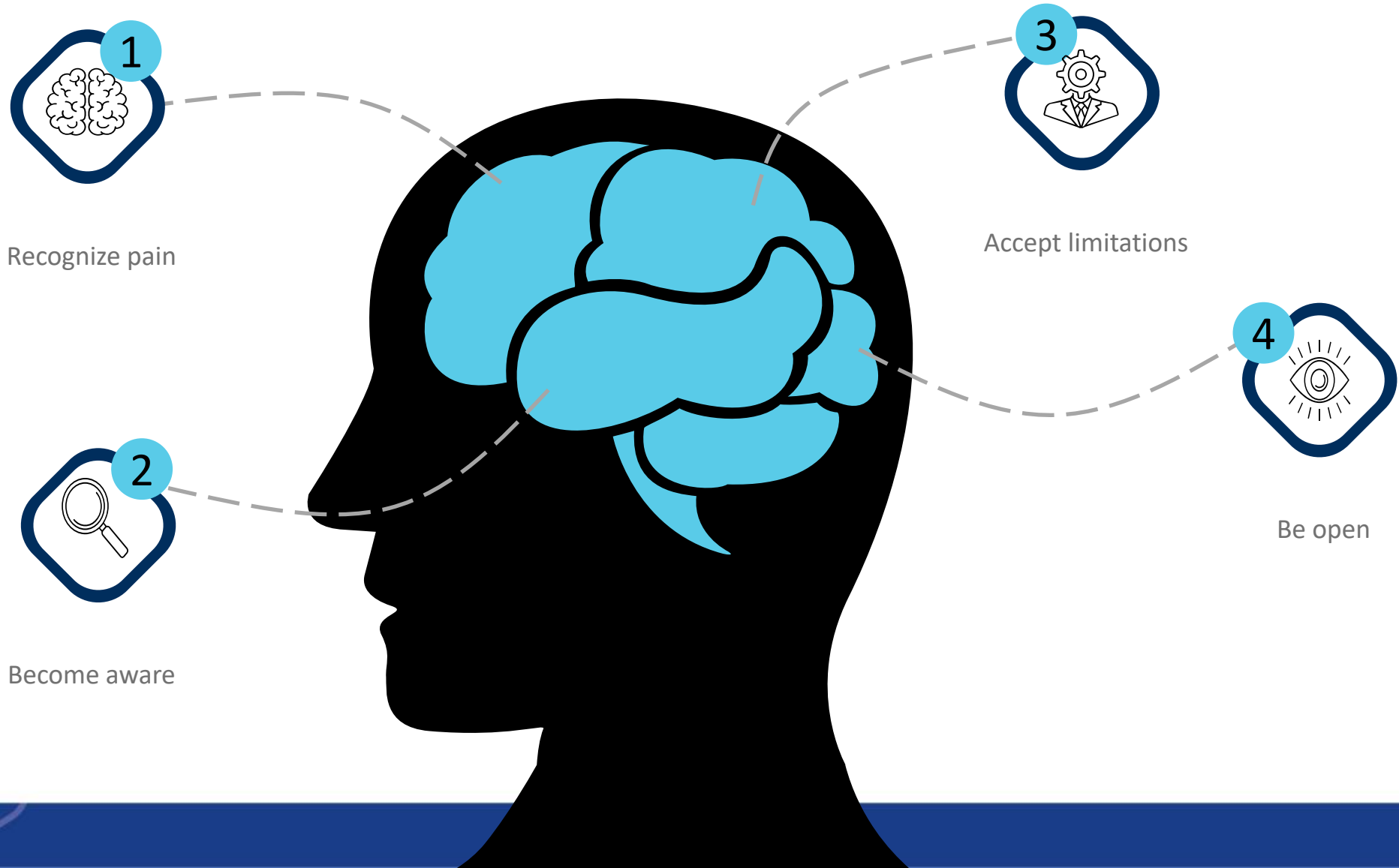
Increase efficiency:

- Opportunity time
 - No scheduled downtime
 - Decreased overtime
 - Cost/revenue
- Patient care
 - Fewer interruptions
 - Decreased wait

Link the Chain



Reflection



A New Plan

Real-World
Impact



Perceived value:

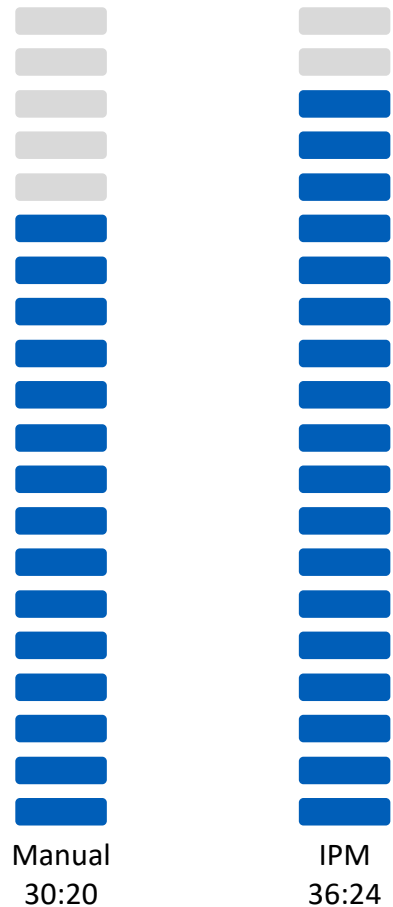
- Longitudinal repeated measure

Quantified value:

- Head-to-head impact



Head-to-head



The analysis showed a 20% time increase when using Imaging Protocol Manager

Satisfaction

“Even if it takes longer, I can edit protocols anytime, not just at the end of the day”
“I can check the exam on IPM instead of going to the machine... the scanners always have patients on them”

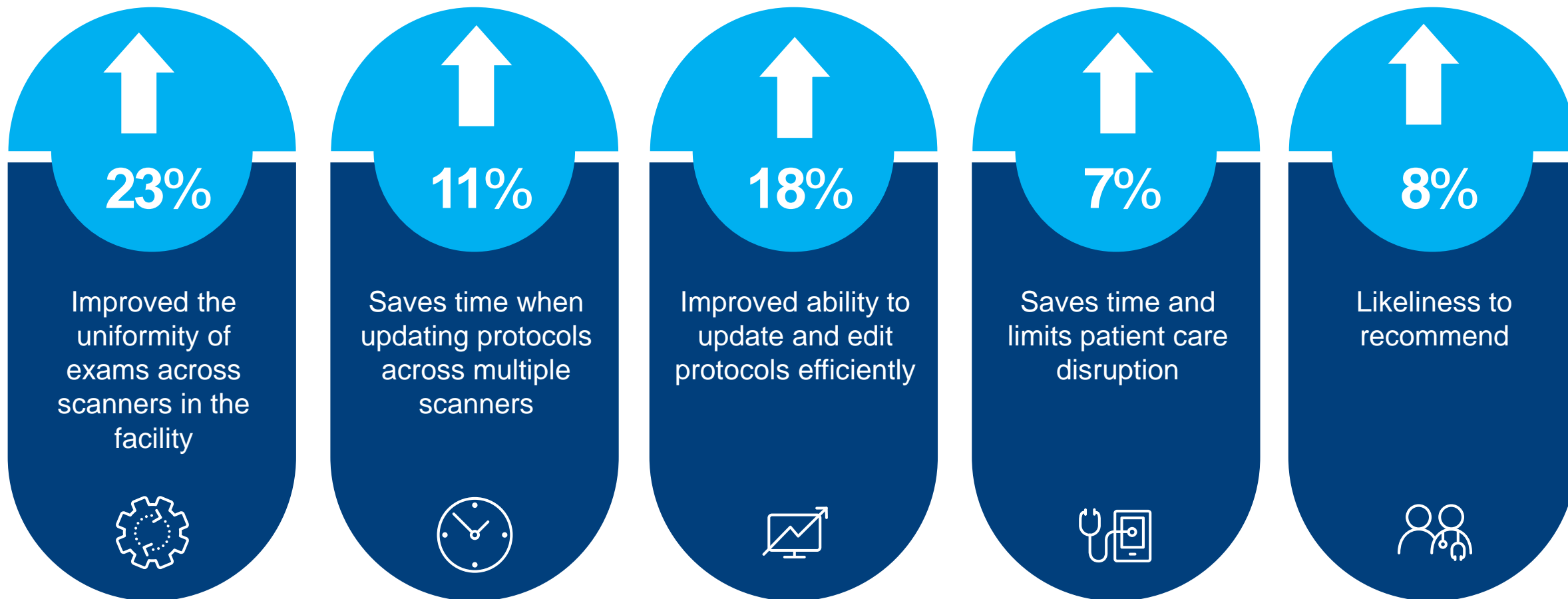


Simulation

Increasing the number of scanners and/or geography flipped the results



Longitudinal Repeated Measures



Increases over survey iterations

BUSINESS IMPACT



REPRODUCIBLE

This paired approach has been successfully replicated across business units and throughout product lifecycles



INFLUENCER

Although the system functioned as required, our requirements didn't meet user expectations



SPOTLIGHT

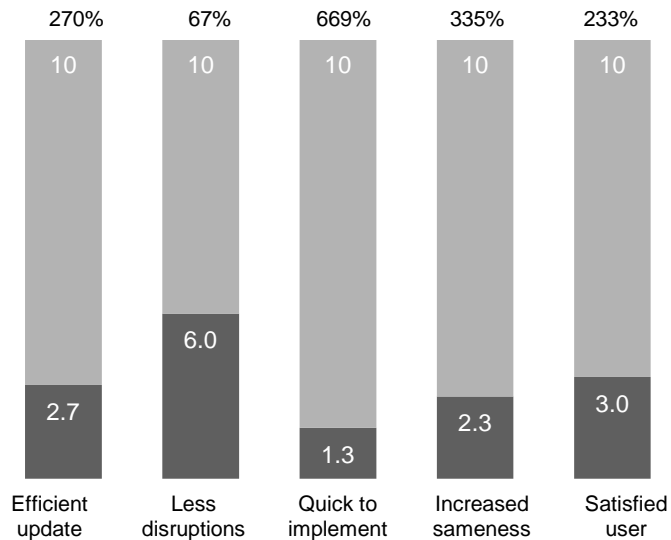
We better know our customers' attributes, needs, problems, and expectations; grown engagement; and increased orders (19%)

Research Results

Holistic view of real-world use with supporting evidence

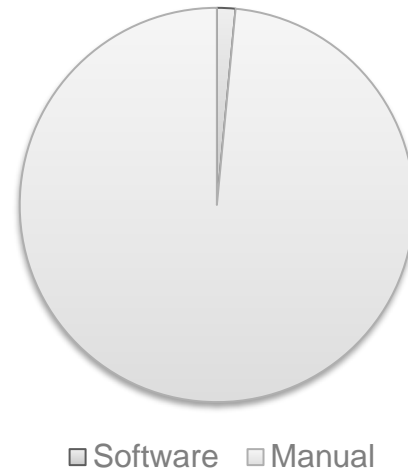
Longitudinal Repeated Measures

- ✓ Added a retrospective measure



Head-to-head

- ✓ Manual 462 minutes
- ✓ Software 7 minutes, 20 seconds

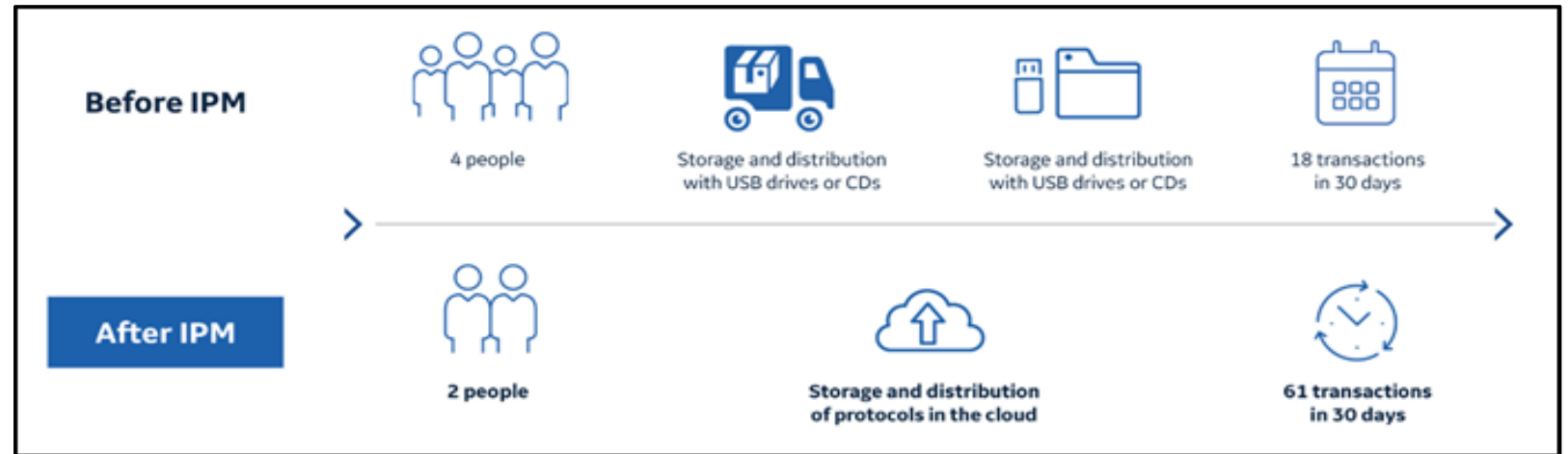


Validation Interview

“Distance between sites and waiting for the machines to be available between patients. It was also difficult keeping track of which machines were updated.”

“Getting around to the locations has always posed a challenge due to our network size spanning significantly large radius of coverage.”

Success Story: Salud Digna



Questions?