

Not Choosing a Name Brand Pays Off for Palisades Medical Center

Over 5 years ago, Palisades Medical Center, located in Bergen, New Jersey chose IMCO Technologies to be their PACS provider. A 202 bed facility, Palisades had some concerns



about working with a vendor that was not a brand name, however, that choice has proven to be the right choice culminating in an excellent long standing partnership with IMCO.

In talking with David Berkowitz, Vice President - Administration, with Palisades, about the vendor selection process, he said, "Besides IMCO, we looked at the major players; the name brands of the world. We did an analysis and found out that as a relatively small hospital, we couldn't afford to use the big guys, and the price disparity between IMCO and the major players was so significant that I couldn't afford not to take a closer look at IMCO". At the time, IMCO had been in the PACS business for 10 years, but this would have been their largest hospital PACS installation to date.

In addition to price, Palisades made a complete analysis of PACS programs and of the software functionality and felt satisfied with the performance of the IMCO system. Mr. Berkowitz continued "We didn't get many of the hardware components from IMCO but from a reputable hardware manufacture, so our exposure was only to the IMCO software. So if something had gone wrong with the software, it wouldn't have been a total loss."

Benefits realized immediately

After a very smooth installation, Palisades realized the benefits of a digital radiology department immediately including not having to deal with film processing, storage, or lost films, the immediate retrieval of images, and the transmission of images throughout the hospital. The department that benefited most was the emergency department where it made a huge impact. With regards to this development Mr. Berkowitz commented, "The ER physicians had immediate access to the film. Once it is in the system, they can look at it even before the radiologist may have read it. The improved delivery improved care delivery, and in the emergency room, that is the most important thing."

The medical staff embraced the technology, and now, has become dependent on the system for 'anywhere' image retrieval. The foot traffic to the radiologist for consultation was diminished immediately, saving a great deal of time and creating a more efficient environment.

Financially, using IMCO's Budget Neutral solution, Palisades was able to offset the capital costs with the operating costs that would have been spent in a film environment, and they were able to enjoy the benefits of PACS without additional expenditure. Shortly after implementation the Radiology Department experienced high growth and the increase in volume in the following year turned out to be an added benefit that hadn't been factored into the financial analysis. "The greater our volume subsequent to the implementation of PACS, the cheaper it became" Mr. Berkowitz went on to sum up.

Palisades has felt like a special client

When asked about downtime and how upgrades have been handled, Mr. Berkowitz says "The reliability of IMCO's system exceeded my expectations" In the course of five years, they have experienced minimal downtime, and IMCO has always provided system advancements in a creative, budget friendly way. Palisades has felt like a special client to IMCO, and feel they realize much more attention than a larger provider might have given."

Of the IMCO product and continuing partnership Mr. Berkowitz concluded:

"I am delighted to say that I am very much a BIG fan of IMCO. They have been a company that has made their representations a reality for us. They have been true to their word and there hasn't been an instance where they haven't delivered what they said that they would. That really means a lot. This was a significant capital acquisition. We took a risk. It was a very big gamble for me to recommend IMCO to my boss, the CEO and the board to go with IMCO as opposed to a name brand. I had everything to lose and nothing to gain but the financial aspect was appreciable."

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