

Teleradiology from the Service Provider's Business Perspective

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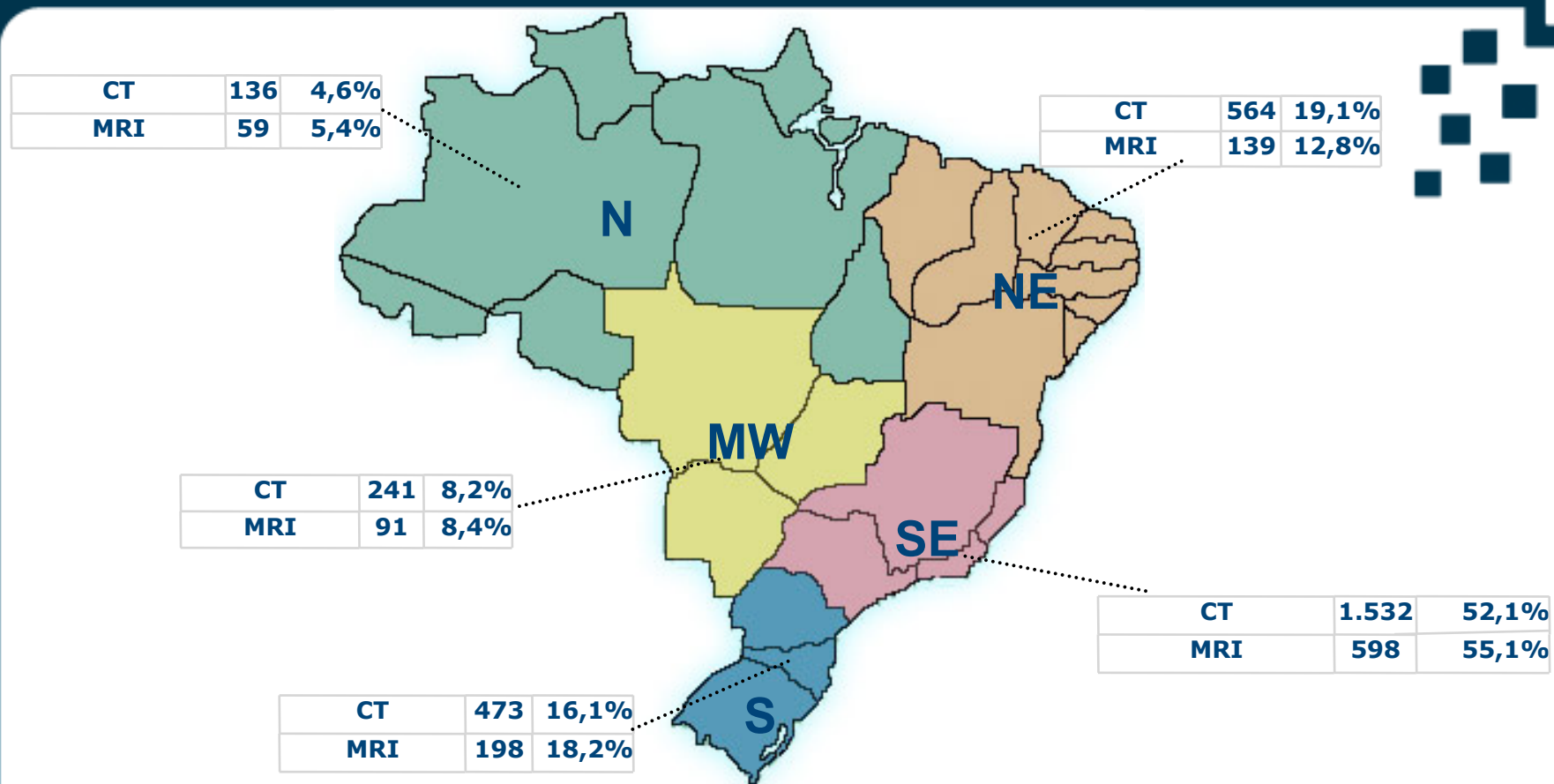
Pró-Laudo

Telerradiologia com Segurança

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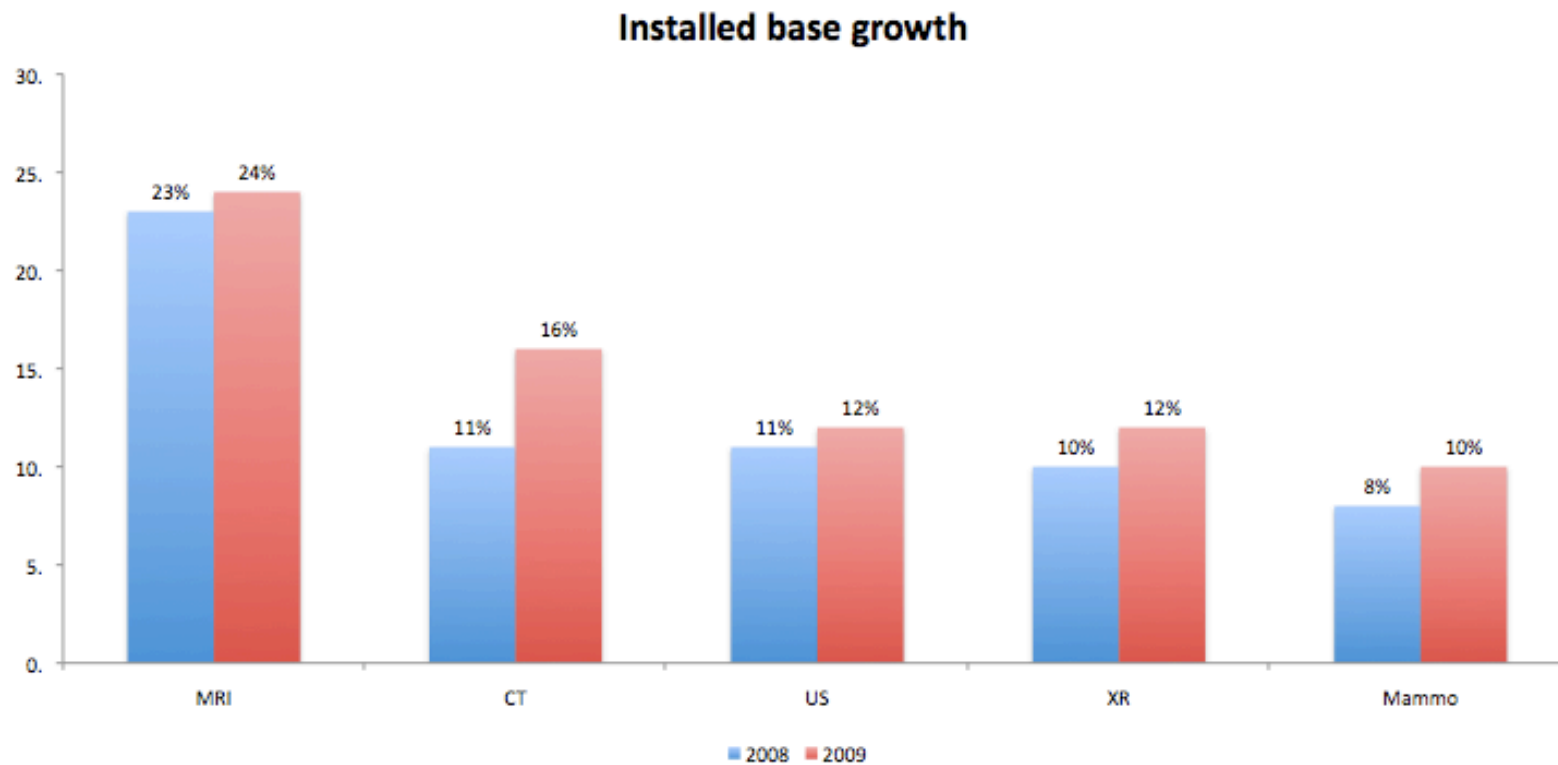
Oct 11th 2010

CT and MRI installed base in Brazil



	MRI	CT
Number of equipment	1.085	2.946

Modalities growth (%)



Main challenge in the radiology market

- Increased demand for radiologists due to growth in the number of studies
- "Gap"
- Increasing complexity of studies analysis



Case 1

- Imaging center – Hospital
- Rio de Janeiro countryside
- 180.000 inhabitants
- 2 radiologists – 63 years old and 65 years old
- Situation:
 - Emergency reports – analyzed only by the ordering physician



Case 2

- Outpatient imaging center
- Capital of Northeast's small State
- 750.000 inhabitants
- 3 radiologists
- Situation:
 - CT and MRI reports taking 7 days to be delivered



Case 3

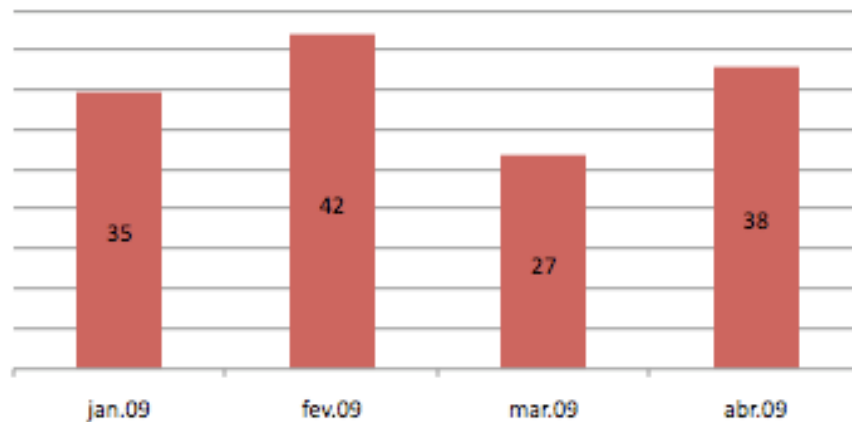
- Outpatient imaging center
- Paraná countryside
- 200.000 inhabitants
- 6 radiologists
- Situation:
 - Heart and breast MRI patients sent to closest reference center – 220km



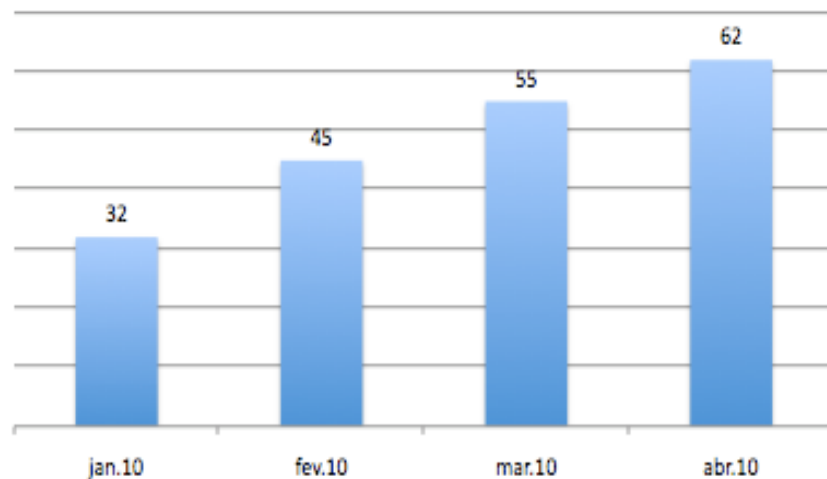
Case 1

- Before Pró-Laudo:
 - Emergency studies
 - ✓ Analyzed only by ordering physician
- After Pró-Laudo:
 - Emergency studies
 - ✓ Report delivered - TAT 40 minutes

Number of emergency studies



Number of emergency studies



Case 2

- Before Pró-Laudo:
 - CT and MRI reports – 7 days to be made
- After Pró-Laudo:
 - Reports delivered - TAT 27 hours
 - Result:
 - ✓ Better meet the demand
 - ✓ Investment on a new MRI equipment



Case 3

- Before Pró-Laudo:
 - Heart and breast MRI patients sent to closest reference center – 220km
- After Pró-Laudo:
 - Heart and breast MRI reports delivered - TAT 48 hours



Service stage pyramid

Technology ↑



Brazil – Present situation

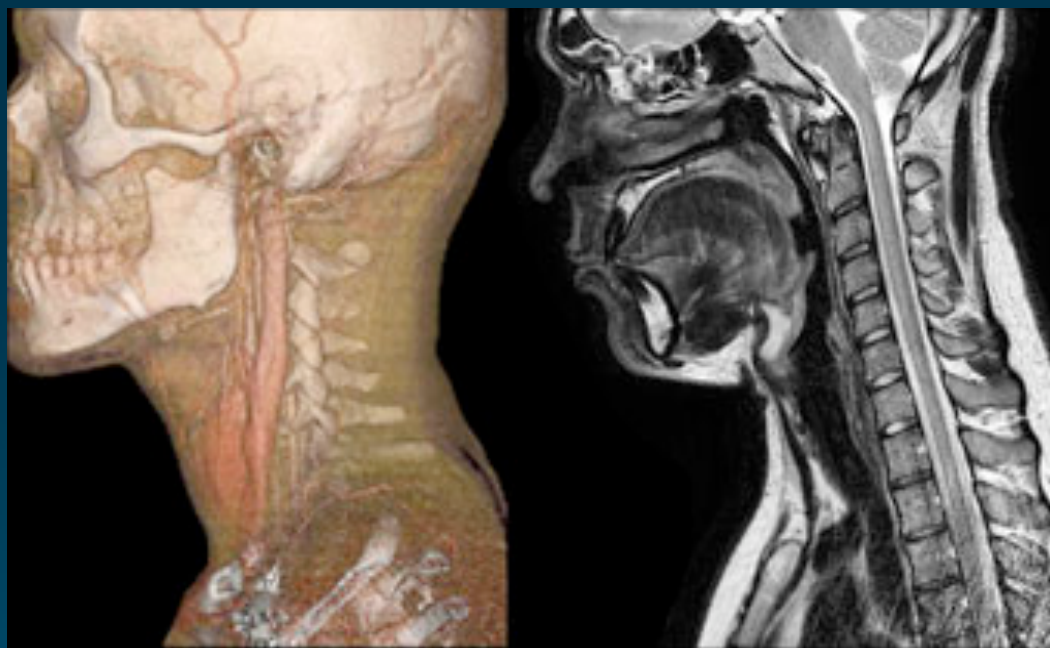
- Less than 5% radiology services using teleradiology
- Green market
- Few professional companies – lot of freelancers and adventurers
- 95% are final reads market



Caution when choosing a provider

- Radiologist team
- SLA
- Technology and security
- Support
- Contract - legal aspects





Thank you!



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