

# Radiology News Daily

## Hospitals and Medical Centers Can Benefit From Imorgon Integrated Ultrasound Solutions

*An interview with Imorgon's Founder and CEO, Lloyd Kreuzer, Ph.D.*

**Q: Please start by telling us a bit about Imorgon, a brief history and an overview of your business.**

**A:** Imorgon was founded in 2006 by ultrasound industry veterans who recognized that reading ultrasound studies in an enterprise PACS was sub-optimal. By using computer technology in a unique way, we developed an innovative solution that enables the full potential of ultrasound by improving workflow efficiency and diagnostic accuracy. As a result, users' overall experience and confidence are improved, as well as patient safety, care and satisfaction.

At Imorgon, we are committed to providing a better way to connect and communicate the ultrasound acquisition process to the diagnostic reporting process. Our customers are our partners in developing our ultrasound solutions, and we are dedicated to helping them succeed.

**Q: Please tell us about the company's products.**

**A:** Imorgon IntegratedUltrasound seamlessly integrates ultrasound data, images and clips with existing PACS and voice recognition (VR) dictation systems. As a result, the time it takes for sonographers and radiologists to perform exams and incorporate that data into a report is shortened significantly, while productivity and



accuracy are dramatically improved. Within IntegratedUltrasound, we offer the following software solutions:

Imorgon Ultrasound View enables ultrasound clips and still images to be displayed on your PACS viewing station in the acquisition order. Static images and clips are displayed as the sonographer intended. In addition, it offers ultrasound-specific measurement tools, in-progress review with automatic updates as images and clips are acquired. This software solution also provides sonographer Q/C tools, which allows them to fix common mistakes faster and easier than calling IT support. In short, the Ultrasound View brings back the power of real-time ultrasound to the diagnostician.

Imorgon Report Accelerator accepts DICOM Structured Report (SR) data from the ultrasound system where it is parsed and transferred into voice recognition/dictation system report templates. This eliminates dictation of numeric data. It also replaces paper worksheets with electronic worksheets that can auto-populate report templates with exam obser-

vations and eliminate redundant dictation. DEXA values with auto calculated, whole-body minimums are imported directly into a report, decreasing dictation time while improving accuracy and patient safety. Simply put, Report Accelerator allows you to produce faster, more accurate diagnostic reports.

**Q: Please describe how Hospitals and Medical Centers can benefit from your products?**

**A:** Imorgon's IntegratedUltrasound solutions are proven to streamline workflow efficiencies and ensure diagnostic accuracy, resulting in substantial cost savings. This clinical economic advantage is achieved by saving time for both the sonographer and the radiologist. The reduction in time spent in non-patient care activities, such as handling paperwork and dictating numbers, are now automatically populated into the patient's record. This helps to improve overall user satisfaction, confidence and ensure quality patient care.

With Imorgon Ultrasound View, there is no more searching for, and manual playing of cine clips, allowing a more natural, fluent approach for sonographers to tell the story and answer the clinical questions. With our plug-in application we support 3-D/4-D imaging and volumes from multiple vendors, and our seamless PACS integration ensures a single work list for all exams (ultrasound, CT, MR, DR/CR, etc.). In addition, Ultrasound View includes teaching files so you can

save key cases for later reference and an easy one-click ability to save and anonymize images and clips for presentations and publication. Finally, our easy-to-use QC tools improve patient safety and improve sonographer and physician communications.

The Report Accelerator is vendor-neutral, interfacing to any ultrasound system capable of sending DICOM Structured Report (SR) data. It parses the data from the ultrasound system and transfers it into the voice recognition/dictation system templates, which eliminates dictation of numeric data. It replaces time-consuming paper worksheets with electronic forms, so there is no more handwriting to decipher, and it auto-populates report templates and measurements, calculations and observations. Dictation of DEXA values are eliminated with auto-calculated, whole body minimums imported directly into the report, and sonographer findings can be automatically added to reports, reducing dictation time even further.

**Q: How can our readers find out more about your company?**

**A:** Imorgon will be showcasing IntegratedUltrasound during RSNA 2013 in Booth #6571. Please stop by to learn more about our ultrasound-specific solutions and how to accelerate workflow, reduce dictation frustration, increase patient safety and experience better outcomes.