

HAND SPECIALIST DISCOVERS INCREASED EFFICIENCY WITH SMART-C®

ROBERT UNSELL, M.D., NEEDED A SOLUTION TO SAVE TIME AND MONEY IN HIS CLINIC. HE SAW SMART-C® IN ACTION AND WAS IMMEDIATELY CONVINCED.

THE PROBLEM: Workflow Challenges

Dr. Unsell, co-owner of Oklahoma Sports Science & Orthopedics in Oklahoma City, faced numerous challenges with the traditional X-ray imaging workflow. His patients passed through multiple providers and touch points, involving waiting periods at every step. He had to refer patients to a separate facility for imaging exams or procedures requiring fluoro capability, resulting in delays, additional costs and inconvenience for him and his patients. This process not only impacted his efficiency but also his financial performance, as contracted radiology services incurred billing overheads and reduced revenue potential.

THE SOLUTION:

An Expedited Patient Experience

When Dr. Unsell saw a demo in spring 2022, he was convinced: He needed a SMART-C®.

The product demo showcased the potential for in-house diagnostic imaging, enabling Dr. Unsell to seamlessly integrate fluoroscopy services into his practice. The device saved time—something doctors are perennially short of—and expedited the patient experience. Now, instead of referring patients for imaging exams or procedures at another location with fluoro capability, Dr. Unsell performs everything in his office.

RESULT:

Increased Revenue, Decreased Costs

The SMART-C® has brought about significant revenue enhancement opportunities for Dr. Unsell. Each week, Dr. Unsell uses SMART-C® dozens of times to scan wrists, fingers, forearms and elbows. Along with getting reimbursed for diagnostic imaging, Dr. Unsell uses SMART-C® to perform billable image-guided procedures.

Dr. Unsell has also effectively reduced costs associated with external referrals, imaging exams and off-site procedures.

“With this single device, I eliminate an average of \$6,000 of monthly expenses,” Dr. Unsell said. Adding in increased revenue, he estimates he makes an additional profit of \$6,000–\$10,000 per month.



“SMART-C® has made
the imaging process
light years better.”

—DR. ROBERT UNSELL

RESULT: No More Waiting

Before SMART-C®, Dr. Unsell first examined the patient, who was then guided by a technologist to the imaging area for fluoroscopy or X-rays. Forty-five minutes later, the patient returned, and Dr. Unsell reviewed the imaging results and determined the next step.

Dr. Unsell no longer has to wait for radiology or the assistance of a radiology technologist. Instead, he images immediately in the exam room. With direct control of the technology, he also gets the exact images he wants, saving time and costs associated with repeat imaging. He can then immediately upload images to his PACS using the wireless connectivity of the SMART-C®, providing easy access for himself and other providers.

RESULT: Superior Medical Care

With his new portable imaging technology, Dr. Unsell is able to streamline the entire care process. But that's not the only medical advantage. SMART-C®'s image quality is so exceptional, Dr. Unsell has used it to correct improper diagnoses or identify fractures other technology overlooked.

"I'm picking up details that are missed elsewhere," he said. "That alone improves the patient experience."

SMART-C® also improves the precision of image-guided joint injections. Under Dr. Unsell's control, the SMART-C® provides a clear view of even the most challenging joints, such as the elbow, where lack of visualization can result in suboptimal results. Now, Dr. Unsell confidently delivers injections precisely and efficiently. Add in the extremely low level of radiation exposure, and it's clear why Dr. Unsell is sold on SMART-C®.

"SMART-C® is an economic imaging solution that provides convenience for patients and maximizes the clinician's time. It's a win-win that I recommend without hesitation."

—Dr. Robert Unsell

Ready to reap the rewards of the SMART-C®?

**To learn how it can positively affect your practice call:
866-870-2022.**



Scan the QR code
to learn more.



For more information about Turner Imaging Systems' revolutionary SMART-C® mini C-arm, visit turnerxray.com or email info@turnerxray.com.

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