

# Scottsdale Healthcare Practice Keeps Patients' Information Safe with Plasmon

## QuickView

### Organization

> Scottsdale Medical Imaging, Inc.

### Industry

> Healthcare

### Application

> Long-term archive and disaster-recovery solution

### Integrator

> GE Healthcare

### Solution

> GE Centricity PACS with Plasmon UDO Archive Appliance™ 60GB UDO2 drives and media

### Benefits

- > High-reliability, high-capacity system
- > Secure data retention
- > Low-cost disaster recovery
- > Energy efficiency

Scottsdale Medical Imaging, Ltd. is a radiologist-owned healthcare practice with 45 physicians on staff and 11 imaging centers in the Phoenix area. Its physicians read about 250,000 exams a year in their outpatient centers, and another 300,000 exams a year in the affiliated Scottsdale healthcare systems.

The images that Scottsdale Medical Imaging stores include Positron Emission Tomography (PET), mammography, computed axial tomography (CAT), nuclear medicine, and ultrasound, all of which are fed into their Picture Archiving and Communication System (PACS). Physicians rely on these images to diagnosis patients accurately and also to track their progression over time. Losing this critical data could lead to a patient having to undergo radiation again or misdiagnosis.



## Business Challenge

Scottsdale Medical Imaging was faced with a significant business challenge: define and develop an archiving strategy that would help them accommodate significant advances in imaging capabilities and technology, as well as meet new industry regulations that require all medical/patient-related images to be saved for a minimum of seven years and possibly for the life of the patient.

After evaluating their current solution — archiving with tape and DVD — the IT team at Scottsdale Medical Imaging realized that tape failures and malfunctions were too common place to meet the new requirements.

Because Scottsdale Medical Imaging stores a combined total of offline and online images of approximately 17TB of data and expects this to increase by 10 to 12 percent annually, DVD would not be sufficient because it could not address the exponential growth they are predicting, nor did it offer the needed permanence. Thus, the combination of tape and DVD was not a strategy that Scottsdale Medical Imaging was willing to maintain moving forward.

The team at Scottsdale Medical Imaging realized that to meet the new regulations and provide the best service to its patients they needed to create an archiving strategy that allowed for true, long-term retention and ensured the security of its data assets. They also knew that they needed to find a solution that would be compatible with its GE Healthcare PACS, as well as one that would protect its images in the case of a disaster. In the past, all of the critical records were housed in one central location, making them susceptible to complete loss if the site experienced a natural disaster or other type of catastrophe.

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We felt that UDO was the best option, and after talking to Plasmon and our partners we knew UDO was the right choice.”

**Jim Whitfill, M.D.**

Chief Information Officer  
Scottsdale Medical Imaging

In addition to preserving its critical records, the company was seeking an archive that would enable their physicians to access patient images from anywhere in the Scottsdale Medical Imaging network.

• Scottsdale Medical Imaging, Inc.  
Scottsdale, Phoenix  
USA

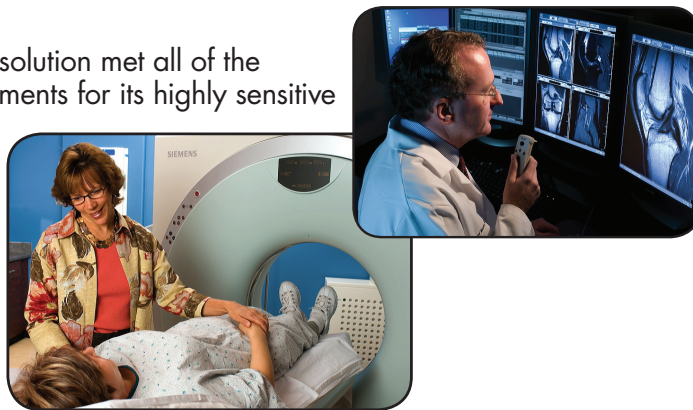
## Solution

After considering a number of other technology options, Scottsdale Medical Imaging selected the Plasmon UDO Archive Appliance™ to address its archiving storage and disaster-recovery needs. The Plasmon solution gives the company 10TB of online storage, and many more terabytes of permanent storage with effective shelf management. In addition, the Plasmon solution offers a RAID cache for fast capture of the data as it is transferred from the GEHC PACS system.

“What’s unique about Plasmon is the scalability it allows us, particularly for long-term archiving where we may not need to get to that media for a long time. However, we need to know that it’s around,” said Jim Whitfill, M.D., Chief Information Officer, Scottsdale Medical Imaging. “So stability in the media and the stability of the company that provides the technology and the media was important to us.”

Additionally, the Plasmon solution met all of the company’s project requirements for its highly sensitive images, which included:

- > Scalability
- > Longevity
- > Stability
- > Permanence
- > Security
- > Peace-of-mind



“Plasmon’s solution allows us to room to grow. In addition, it allows us to take information offsite to protect ourselves from a local disaster and probably most importantly, it’s a completely a different technology from what we’re using for our first copy, so it keeps the critical data secure,” shared Whitfill. “We felt that UDO was the best option, and after talking to Plasmon and our partners we knew UDO was the right choice. We are excited that a lot of other people are coming to the same conclusion.”

To ensure the security of its images, the Plasmon solution provides secondary, archival storage at one of Scottsdale Medical Imaging’s offsite locations as part of its disaster-recovery plan.

## Results

With industry regulations mandating that patient images be retained for seven years or even up to a patient’s lifetime, the amount of highly critical images that need to be archived continues to grow exponentially. The addition of the Plasmon UDO Archive Appliance enables Scottsdale Medical Imaging to easily meet its goals of managing an archive, as well as addressing any disaster-recovery needs, at a reasonable cost.

“In addition to all of the other positive benefits, Plasmon has an incredibly aggressive price point that helps us to store our data in a more economical way,” said Whitfill.

The energy efficiency of Plasmon’s archive solution has enabled Scottsdale Medical Imaging to also reduce its power consumption, while improving operating performance and expanding its storage capacity. More importantly, Plasmon has helped the physicians at Scottsdale Medical Imaging focus on their patients instead of worrying about the security and accessibility of their images.

By housing the UDO Archive Appliance in one of its offsite locations, Scottsdale Medical Imaging gained peace-of-mind knowing that its irreplaceable patient records were secure, yet easily accessible.

Plasmon offers the only enterprise-class active archive solution that ensures data permanence, authenticity, access, longevity and removability, at the low total cost of ownership that businesses demand.

Archive without compromise.

Plasmon is ISO 9001 certified.

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