

Direct Access to Radiologists



Services Tailored to Your Needs



Quick Turnaround Time



NightWatch Web-based Management Tool



TOWER IMAGING

CALIFORNIA

About Tower Imaging Medical Group

Established in 1979, Tower Imaging Medical Group operates out of two outpatient imaging centers and two hospitals in Southern California. Locations include the Saint John's Health Center and Tower Saint John's Imaging in Santa Monica; and Tower Imaging Valencia and Henry Mayo Newhall Memorial Hospital in Valencia. Tower Imaging's specialties include:

- Breast Imaging and Biopsy
- Chest Imaging
- Gastrointestinal Imaging
- Genitourinary Imaging
- Head/Neck Imaging
- Interventional Radiology
- Musculoskeletal Imaging
- Neuroradiology
- Oncoradiology
- PET Imaging
- Ultrasound

CHALLENGE

Tower Imaging needed overnight and weekend coverage to support its hospital locations and sought a reliable third-party to fulfill this role. The group initially engaged with a local radiology provider but had significant issues with delays, errors and the quality of reads. As a result, Tower Imaging terminated the arrangement. Going forward, performance and accuracy emerged as chief concerns for selecting a new provider. In 2005, Tower Imaging initiated a search for a new teleradiology partner and was introduced to NightShift Radiology.

SOLUTION

As for implementation, the process couldn't have been easier for Tower. NightShift took the reins to coordinate all credentialing through the medical staff offices so their radiologists could have full access and privileges. NightShift then collaborated with the hospital's IT department to guarantee secure transmission of images to their U.S.-based radiologists. From end-to-end, the process was painless for Tower and they quickly became fully operational.

RESULTS

Tower Imaging's experience with NightShift has been dramatically different from its previous provider and, overall, a complete success. They have come to rely upon NightShift for a high volume of interpretations per night, and NightShift's performance has exceeded expectations. With such high volume, efficiency is key. NightShift consistently delivers initial readings within 20-30 minutes with very low discrepancy rates.

NightShift has also been flexible, demonstrating a willingness to expand coverage on-demand when Tower Imaging's scheduled radiologists are unavailable. Combined with NightShift's reliability and responsiveness, the relationship has been a tremendous benefit to the organization.

“We have been pleased with NightShift's performance and rest easy knowing they are here to support us.”

Dr. Gerald Roth
Tower Imaging

“We have been pleased with NightShift's performance and rest easy knowing they are here to support us,” said Dr. Gerald Roth with Tower Imaging. “Our hospital practices experience high traffic. It's critical to have a reliable overnight and weekend provider to ensure we remain efficient. NightShift has proven to be up to the task time and time again. We also appreciate that they are comfortable in a support role, as opposed to the national trend of teleradiology groups attempting to displace their customers, particularly in hospital settings. We consider them a valuable partner and would recommend their services.”

ABOUT NIGHTSHIFT RADIOLOGY

Founded in 2001 by Dr. Eric Trefelner and Dr. Michael Myers, NightShift Radiology is a unique teleradiology provider supporting clients with U.S.-based radiologists, employed full-time by the company. NightShift delivers JCAHO-accredited services through sophisticated, secure and reliable technology backed by meticulous quality assurance and quality improvement processes. All radiologists are directly accessible and the company delivers accurate reports in 20-minutes or less, on average. More than 2 million cases have been read since the company's inception. For more information, visit www.NightShiftRadiology.com.



NIGHTSHIFT RADIOLOGY