



Radiological Imaging Center Increases **Efficiency and Profitability** with Referrer Portal

Online solution replaces fax and mail and ensures quick transmission of x-ray images and reports

Dr. Thorsten Hothan operates the only single imaging center for radiology in Dresden and has to prevail against big competition. **High quality in patient care is an important feature to stay in the market.** For this, Dr. Hothan has been counting on the medavis Referrer Portal since the practice opening in November 2016. The software leads to an improved care **so that patients with a referral like to return to an imaging center where everything runs smoothly.**

“The biggest advantage is that I can send images and reports more quickly and easily to referring colleagues than usual. This is especially important if patients are seriously ill or have acute health problems. Due to the Referrer Portal and the quick data transmission, the treating physicians can start the treatment of the patient on the same day in case of emergency,” says Dr. Hothan.

Another advantage: The referrers can access reports and doctor’s letters digitally on the portal, save them on their desktop and import them into their practice management system for the further workflow.

In addition to the many benefits of the Referrer Portal, it is also easy to set up. "It is completely web-based and does not need to be installed at the referrer," Dr. Hothan emphasizes. "You only login to a website and access your data. The procedure has been tested with penetration tests and complies with the EU GDPR and is as secure as online banking."

The image and report transmission does not generate effort for the radiologist, as the information is automatically uploaded into the portal upon report release. The referring physician is also automatically being notified via e-mail that a new report is available. He can then view the report and the previous images in the integrated viewer – even on mobile devices – and if necessary download the original DICOM data. The access is flexible and not limited regarding time or data volume.

More than 70 percent of all of Dr. Hothan's referrers already use the medavis Referrer Portal. Those are almost 300 referrers, ranging from specialist doctors to specialist clinics. "For institutions that refer often and many patients, the quota is even as high as 85 percent," says Dr. Hothan gladly. The portal is not only popular with the colleagues – the feedback is consistently positive – , but the patients also appreciate the advantages of the quick, easy and secure data transmission. With the medavis Referrer Portal, treatment cycles are shortened and accelerated.

As the Referrer Portal has led to a series of positive Google reviews, both patients and physicians and also cost carriers are highly satisfied with the service of the radiological imaging center of Dr. Hothan, he won the German Business Award in 2018. "The Referrer Portal played its part in this," Dr. Thorsten Hothan is sure.

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(Dr. med. Thorsten Hothan)



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