

# SDMI Improves Performance Analysis for its Referral Marketing and Management

## Company Mission

*Steinberg Diagnostic Medical Imaging is dedicated to providing the highest quality outpatient diagnostic imaging services to our patients. We are committed to providing the most advanced technologies available and to use these technologies judiciously in helping referring physicians accurately diagnose their patients. We strive to use our advanced technologies to effectively and efficiently care for our patients, never forgetting to treat each patient with dignity and compassion.*

## Company Details

**Company Founded:** 1988

**Founder:** Dr. Leon Steinberg

**Radiologists:** 20 Board Certified Radiologists

**Staff:** About 300 full-time

**Patients per day:** over 800

**Based:** Las Vegas, NV

**Locations:** 5

**Modalities:** Multi-modality

**Accreditations:** SDMI has achieved accreditation by the Accreditation Association for Ambulatory Health Care (AAAHC) and the American College of Radiology (ACR).

## The Client

**Steinberg Diagnostic Medical Imaging Centers (SDMI)** grew out of Dr. Leon Steinberg's radiology practice which has served physicians, hospitals and residents of Las Vegas for the past 30 years. Early on, Dr. Steinberg envisioned a complete state-of-the-art outpatient imaging center equipped with the most advanced diagnostic tools, all under one roof. The primary facility located in the heart of Las Vegas opened February 29, 1988. As his business grew to keep pace with the growing population in the Las Vegas valley, Dr. Steinberg also adopted best-of-breed technology to help manage information and operations in all his facilities.

SDMI currently has five outpatient medical imaging centers in Las Vegas and anticipates the opening of a sixth location in early 2013. The SDMI team includes 20 American Board of Radiology certified radiologists and approximately 300 full time employees.

On average, SDMI sees 800 patients daily. They offer full modalities including MRI, PET/CT, X-ray, ultrasound, mammography, fluoroscopy, dexascan, stereotactic and ultrasound guided breast biopsies, laser vein therapy, nuclear medicine, and various interventional procedures. Steinberg Diagnostic facilities also perform outpatient angioplasty, pain management, CT and ultrasound biopsies and venous access placement.

## Business Challenge

While their centers boast the most advanced diagnostic equipment and state-of-the-art facilities, SDMI wished to maintain their rank as the number one diagnostic imaging provider in the Las Vegas valley region. They realized that in addition to their great customer support, considerate bedside manner and participation in community health and charitable events, they needed to be proactive in their business and marketing strategy.

Prior to implementing the AbbaDox CRM in September 2011, SDMI documented office visits on paper and reported to supervisors through summaries submitted at the end of each month. Referral accounts were tracked through the collection of business cards. The marketing team was heavily reliant on paper.

This system did not allow for performance or productivity visualization, or the ability to run numbers. In addition, they lacked the ability to transfer data, and information collected during visits that were specific to certain accounts could not be recorded historically.

### IDS Delivers

#### You'll gain

- Responsive service
- Custom solutions
- Collaborative approach
- Fast implementation
- Dynamic user groups

#### Product Standouts

- Live data feed
- Referral tracking
- Trends analysis
- Mobile apps

#### Results

- Better communication
- Productivity reporting
- Referral analysis
- Less reliance on paper

### The Solution

SDMI decided to implement AbbaDox CRM to centralize their marketing processes and metrics. About 15 people, working in marketing, IT and executive management, actively use the desktop and mobile versions of the CRM.

Marketers use the CRM to track and schedule appointments, as well as log notes for their daily visits. It is also used to run numbers, track trends, and gauge the responses of their marketing efforts in order to refine their action plans and target specific referring doctors. SDMI's management uses the CRM to track trends and monitor the referral volumes of other physicians. They are also able to review complaints or general feedback given by referring offices during marketing visits.

### The Result

The SDMI marketing team is far less reliant on paper, and the speed with which information is shared is much faster. Being able to record and immediately share knowledge gained by the marketers has been an invaluable aid in better addressing concerns both in and outside the organization. The ability to log notes has increased everyone's accountability and has helped resolve referring physician issues quicker than ever. Additionally, the recorded history of notes and ability to track volume has resulted in not only better management but also better service and, consequently, stronger relationships with referring doctors.

"The real time data in IDS is what stands out most to us. We like the live data feed from our RIS and find it incredibly useful in analyzing referrals and tracking volumes," says Erica Vatne, IT Technical Marketing Manager.

"We love IDS's responsiveness. The convenience of having our suggestions quickly implemented so that it could be tailored to our needs definitely makes IDS a great business partner."

#### IDS

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