

# PRINCE™

COMPLETE PACS SOLUTIONS FOR THE SMALLER PRACTICE



800-423-3535  
[www.digitalams.com](http://www.digitalams.com)

# PRINCE - PACS APPLIANCE AND WORKSTATION

Powered by DigitalAMS

## Designed specifically for the small practice

Large and small institutions have different healthcare system needs. While cost is an issue for both large and small practices, the ability to amortize costs over a larger number of studies is a luxury smaller practices simply do not have. Their operating and system costs must be kept to a minimum.

Smaller practices typically lack extensive IT staff. Their PACS systems must be reliable and easy-to-use; complex systems deployed in larger practices and institutions are simply impractical for the small practice.

In addition, small practices, which are typically privately owned, are highly focused on profitability. As a result, they continually strive to be more efficient in getting the information they need to maintain quality patient care.

Therefore, any PACS system must help reduce costs, decrease staff workload and enhance the reading experience of its medical users.

Until now, the big question was how you could store, distribute, diagnose and share radiographic images with patients and referring professionals in an organized and cost-effective manner. Also important was how such a system could be installed and how personnel could be trained quickly and without major disruption to your practice.



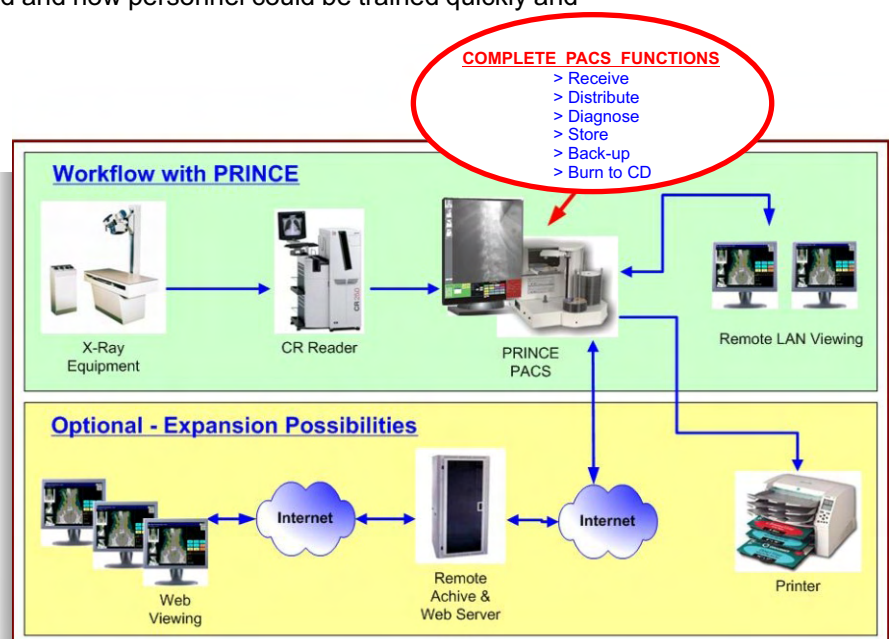
Standard Monitor



LAN Viewing

**The Answer is PRINCE.** PRINCE is a complete PACS and image display solution. PACS (Picture Archive and Communication System) is the universal medical term for the digital network and equipment necessary to make digital imaging work. It is based on the international standard of DICOM. This means that if you select solutions that use this standard, you will not be locked into one vendor's solution as your practice grows or changes. You remain in control. PRINCE is the answer for a cost-effective, easily maintained PACS for small practices. PRINCE takes all the key elements of large medical PACS solutions and packages them in a rational size for small practices.

You need the same functionality of a hospital-based digital network, but not the complexity or the cost. Here is a list of the key features PRINCE provides:



➤ **Image Gateway** - The central point for the receipt and distribution of all of your digital images. You can connect multiple devices to PRINCE (modalities, display stations, etc.).

➤ **Archive** - A safe method for storing your images. PRINCE can hold the equivalent of 25,000 14"x17" sheets of x-ray film. That's years of storage for the typical small practice.

➤ **Backup** - A method of backing up the same images that are stored in the on-line hard drive. PRINCE is delivered with a removable hard drive backup system. It runs automatically.

➤ **CD Burning** - An automatic method to create and label CD's with patients' images for distribution to patients or other medical professionals. These CD's have an advanced viewing program that self-starts when the CD is inserted into a Windows based PC.

➤ **Communications** - Two licenses for remote viewing within your facility (LAN). This allows you to use inexpensive PC's or WIFI-enabled tablet PC's to display images in your patient exam rooms.

➤ **Workstation** A diagnostic quality workstation for your interpretation work. Our PRINCE workstation software includes the imaging tools you need to get the most out of your images (window, level, zoom, pan, annotation, measure length, angle, invert, rotate and more).

➤ **Connectivity** - to your CR and/or DR imaging systems.

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## What does this all cost?

PRINCE can't cost an arm and a leg if it is going to provide you a helping hand. The retail price is just \$22,950. That includes all hardware and software, pre-planning meetings and interfacing with your modality providers. If you don't have CR or DR and want us to provide these, we can.

Design, development, support, implementation and equipment validation for PRINCE are all performed by AMS and its authorized dealers.

Set up and training typically take less than one day each (although we plan for a total of two days just in case you need it). And with remote access to your network (which we highly recommend), we can monitor your progress as you begin to integrate digital imaging into your practice.

| Item   | New Office Starting Digital | Existing Office Converting to Digital |
|--|-----------------------------|---------------------------------------|
| <b>Costs</b>   |                             |                                       |
| CR Scanner[i]  | \$38,000                    | \$38,000                              |
| PRINCE (Includes archive, gateway, workstation, CD burner/labeler and related software.) | 22,950                      | 22,950                                |
| Installation and Training – PRINCE only  | 3,000                       | 3,000                                 |
| <b>Total</b>   | <b>\$63,950</b>             | <b>\$63,950</b>                       |
| <b>Savings:</b>  |                             |                                       |
| Darkroom Costs[ii]:  |                             |                                       |
| Processor  | \$3,500                     |                                       |
| Other equipment and accessories  | 3,500                       |                                       |
| Room Build-Out   | 6,000                       |                                       |
| Total Darkroom Savings   | \$13,000                    |                                       |
| <b>Upfront Cost:</b>   | <b>\$50,950</b>             | <b>\$63,950</b>                       |
| Variable Annual Cost Savings   |                             |                                       |
| Value of Space[iii]  | \$7,200                     | \$7,200                               |
| Film and related supplies[iv]  | 26,400                      | 26,400                                |
|  | \$33,600                    | \$33,600                              |
| <b>Return of Investment (in Months)[v]</b>   | <b>18</b>                   | <b>23</b>                             |

Footnotes on back page.

## What's gained from digital...what's the financial payback?

There are advantages for your patients and for your practice:

- Reduction in the number of images and therefore the amount of radiation.
- Quicker "development" and distribution of images.
- Elimination of your darkroom and the hazardous chemicals involved in this messy process.
- Allows you to easily share information over the Internet, for additional reads. This free distribution replaces costly overnight fees when requesting second opinions.
- Personnel and material costs savings.
- Elimination of film.
- Better storage and easier and faster retrieval of client information.
- Easy distribution of images within your offices, to your patients and to referring professionals.

## Key Features

PRINCE is a complete PACS solution for the small practice. Here is a list of key features. Please note that "S" indicates standard feature and "O" indicates optional upgrade.

| ITEM                           | PRINCE               |
|--------------------------------|----------------------|
| <b>MONOCHROME MONITOR(S)</b>   |                      |
| 2MP 1200 X 1600                | O                    |
| <b>COLOR MONITOR(S)</b>        |                      |
| 1024 X 768                     | O                    |
| 1280 X 1024                    | O                    |
| 2MP 1200 X 1600                | S                    |
| <b>GENERAL FEATURES</b>        |                      |
| KEYBOARD                       | S                    |
| MOUSE                          | S                    |
| PUSH IMAGES TO LOCATION        | S                    |
| DICOM PRINT                    | O                    |
| POSTSCRIPT PRINT               | O                    |
| <b>ROBOTIC CD BURN</b>         |                      |
|                                | S                    |
| <b>ARCHIVE SIZE</b>            | <b>25,000 IMAGES</b> |
| <b>ARCHIVE TYPE</b>            | <b>IDE</b>           |
| <b>SERIES SOFTWARE - V 4.0</b> | <b>USER SELECT</b>   |
| <b>FILM SOFTWARE - V 3.0</b>   | <b>USER SELECT</b>   |
| <b>MPR</b>                     | <b>O</b>             |
| <b>REMOVABLE BACKUP</b>        | <b>S</b>             |
| <b>GATEWAY/ROUTER</b>          | <b>S</b>             |
| <b>2 LAN LICENSES</b>          | <b>S</b>             |
| <b>ADDITIONAL LAN LICENSES</b> | <b>O</b>             |
| <b>WEB LICENSES</b>            | <b>O</b>             |
| <b>WARRANTY</b>                | <b>3 MONTHS</b>      |

## Who is American Medical Sales?

American Medical Sales (or "AMS" as we are known) has just celebrated its 50<sup>th</sup> year helping medical, dental and veterinary professionals take, develop and view radiographs. We are one of the largest manufacturers of x-ray view boxes. You may already have our products in your facility. We also manufacture and/or distribute specialty x-ray machines and a wide variety of x-ray accessories, as well as products for darkrooms and radiation safety.

In 1997, we began to develop a series of digital imaging products. Today, our Catella PACS solutions are found in both large and small facilities. We have networks servicing 2,500-bed hospitals, as well as two-person specialty clinics.

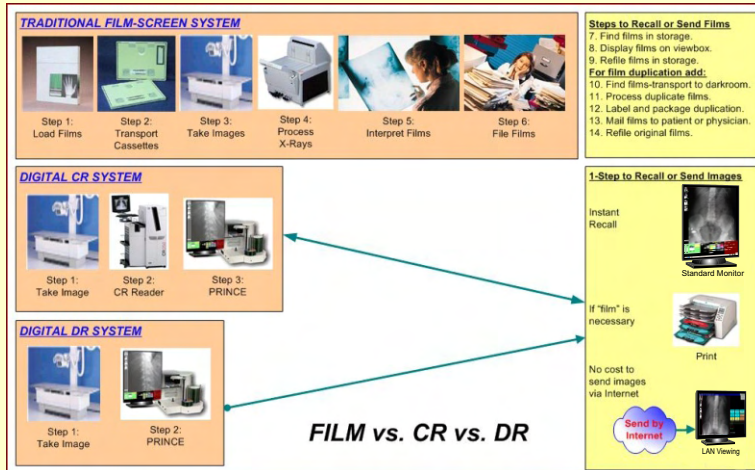
Our PACS solutions are known for their intuitive user controls and reliability. Our staff is known for its technical expertise and its superior customer support.

# FILM vs. CR vs. DR

There's a lot of talk about digital imaging. It's no longer a debate about whether you should move away from film or if the proper digital imaging technology exists, but rather when and how. If you wait, will prices drop significantly? If you wait, will there be a new breakthrough in technology?

On the image capture side, the debate is over. There are two methods and they both have their pros and cons. There is no question, however, that if you select a quality product, either method will provide fine diagnostic quality images and do so faster and with fewer resources than traditional x-ray film.

**CR** - Computed Radiography systems replace the film, intensifying screen, and cassette used in traditional radiography systems with an imaging plate. Additionally, the wet film processor used in conventional radiography is replaced with a digital imaging reader. CR allows a digital system to "retrofit" onto existing radiography machines. This is a big selling point of computed radiography systems. What this means is that in order to use a CR system in your practice, you can just use the digital imaging plate instead of your cassettes. You don't need to purchase a new x-ray machine, but your CR or DR system must be DICOM compliant to function with a PACS.



**DR** - Direct Radiography is a method of digital radiography where the conventional radiographic cassette and film are replaced with a digital imaging sensor. This imaging sensor is either permanently affixed to an x-ray table or attached to the DR computer by a wire. Currently there are no viable wireless systems that we are aware of. In stationary DR systems, the imaging sensor is attached to the x-ray table and cannot be removed for cross table imaging. Mobile radiography and cross table radiography are not (currently) as easily accomplished with DR. Another disadvantage of DR at this time is the initial cost. These systems are more expensive than CR systems.

|           | Pros  | Cons  |
|-----------|---|---|
| <b>CR</b> | <ul style="list-style-type: none"> <li>• In most cases does not require retrofit of your x-ray equipment.</li> <li>• Lower initial cost.</li> <li>• Mimics current workflow.</li> <li>• Stable technology.</li> <li>• Lower replacement costs.</li> <li>• Imaging plates less sensitive to damage.</li> <li>• Allows for more flexibility in cassette positioning: table, table top, lateral, wall-mount, etc.</li> </ul> | <ul style="list-style-type: none"> <li>• Cassettes must be transported to and from reader (CR Scanner)</li> <li>• Delay in getting images – may take one minute or more.</li> </ul>           |
| <b>DR</b> | <ul style="list-style-type: none"> <li>• As the name implies, image appears as it is being taken.</li> <li>• No transfer of cassette or other personnel handling.</li> <li>• Faster patient throughput.</li> <li>• Excellent for "fixed" x-ray equipment such as Panoramic units.</li> </ul>  | <ul style="list-style-type: none"> <li>• May be more than twice the price of CR.</li> <li>• Damaged plates are very costly to replace.</li> <li>• Less flexibility in positioning.</li> </ul> |



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Authorized Dealer

[i] Range from \$20,000-50,000. The unit recommended by AMS costs \$38,000 retail.  
 [ii] Based on a 600 square foot darkroom.  
 [iii] Estimated rent of \$12.00 per square foot per year. This varies based on local conditions.  
 [iv] Based on 5 patients per day having 4 x-rays each. Studies indicate film, chemistry, equipment maintenance and personnel costs range from \$5.00 to \$10.00 per image. Study costs are therefore between \$20.00 and \$40.00 per patient. We used \$20.  
 [v] This assumes you are burning CD's with all the information. When you move to delivering these image sets via the Internet, the savings soar.

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