

Ultrasound Outcomes

Laboratorio Médico del Chopo

www.siemens.com/ultrasound

Introduction



- Serves ~ 4000 patients per day
- 98,000 imaging studies a year
- ~ 74 ultrasound systems in 57 clinics
- Siemens is primary ultrasound system vendor of choice
- More than 40 percent of ultrasound platforms are now Siemens
- ACUSON X150 and ACUSON X300 PE ultrasound systems dominate new acquisitions

With a population of more than 100 million, Mexico is the most populous Spanish-speaking country in the world, experiencing rapid growth throughout most of the last hundred years. For Laboratorio Médico del Chopo, one of Mexico's largest medical laboratories, in this rapid population growth has fueled a need for diagnostic facilities.

Laboratorio Médico del Chopo was founded more than 60 years ago by Dr. Carlos Perez Moreno (MD) to fill an unmet need for advanced medical diagnostic services in Mexico. From its start in 1948, it has grown steadily to become one of the largest networks of clinical labs in the country.

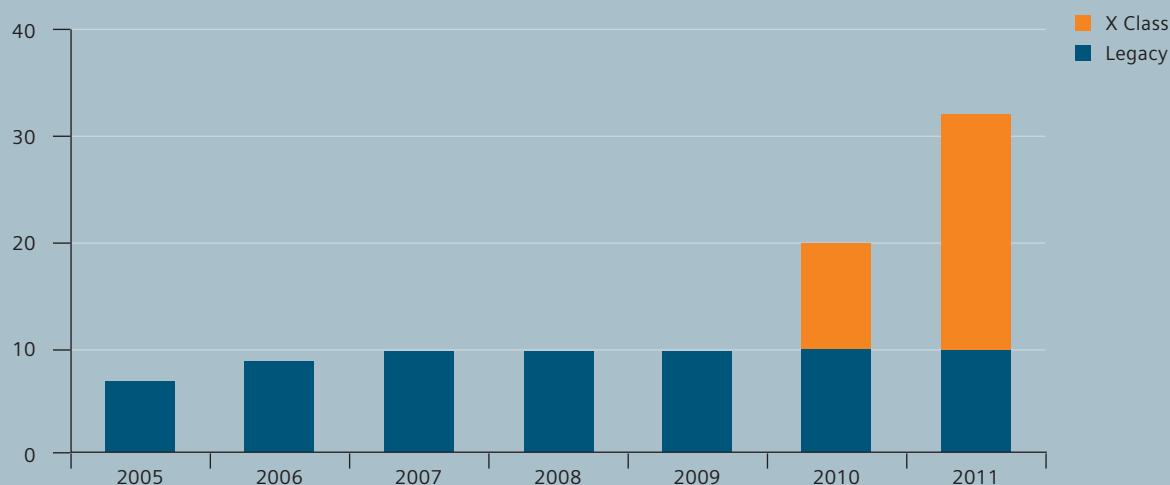
Today, Laboratorio Médico del Chopo employs more than 500 professionals and provides a range of clinical services including ultrasound, x-rays, laboratory work, toxicology, mammography, echocardiography, nuclear medicine and other diagnostic and lab-related services through a network of more than 150 clinical branches. In virtually every major metropolitan region across the country – from Mexico City to Guadalajara, Hidalgo to Toluca, and Guanajuato to Michoacán – physicians refer their patients to Laboratorio Médico del Chopo for medical diagnostics, imaging and quality care.

Challenges

"Ensuring that we have advanced, highly reliable medical platforms with the right mix of capabilities for each of our locations is a top priority for Laboratorio Médico del Chopo," said Chief Executive Officer, Dr. Roberto Jiménez García. "We also have made a significant investment in providing clinical education outreach to our physicians

and sonographers to assure we're attracting top medical talent to uphold our brand reputation and provide excellent service to our patients and referring physicians. Siemens is an important partner to us on both of these fronts."

Growth of Siemens with Laboratorio Médico del Chopo



Laboratorio Médico del Chopo not only has continued to expand the number of clinics it runs nationwide (with roughly six new clinics planned per year through 2015), but also has recently begun replacing legacy ultrasound systems to ensure its clinical professionals have access to the latest technology platforms capable of supporting a broad base of diagnostic needs. Siemens X Class systems – the ACUSON X150™ and ACUSON X300™ premium edition (PE) ultrasound systems – have played an important role in Laboratorio Médico del Chopo’s recent investments.

A Successful Partnership

Laboratorio Médico del Chopo relies on medical equipment and technology from multiple vendors. Prior to purchasing its first Siemens ultrasound systems, Laboratorio Médico del Chopo had relied on systems from several other vendors, whose systems and services proved less than optimal. After acquiring its first Siemens platform in 2005, the number of Siemens ultrasound systems has steadily grown to a point where more than 50 percent of Laboratorio Médico del Chopo’s ultrasound platforms are now Siemens.

“Siemens is a pioneer and leader in imaging technologies and applications,” said Laboratorio Médico del Chopo Medical Director, Dr. Pedro Zarate. “We were extremely satisfied with our first generation of Siemens SONOLINE™ ultrasound systems, which made the continuation of our partnership with Siemens a very easy decision as we’ve moved to replace legacy equipment. Key to our vendor selection process is total cost of ownership, relationship, quality and system reliability. Siemens has been a quality partner exceeding our expectations on all of these metrics.”

According to Dr. Zarate, Siemens’ ACUSON X Class platforms cover the spectrum of imaging cases presented – from general imaging to OB/GYN, gastrointestinal all the way to cardiology imaging, which is available at select Laboratorio Médico del Chopo specialty centers.

Siemens ACUSON X150 and X300 PE systems offer:

- Best-in-class image quality and performance.
- Ability to effectively image a wide range of patients – even the technically difficult.
- Exceptional transducer flexibility through MultiHertz™ multiple frequency imaging, which provides the functionality of multiple transducers in one.
- Portable, lightweight and durable platforms suitable for the small examination rooms in Chopo clinics.

Laboratorio Médico del Chopo’s clinics are typically busy, fast-moving diagnostic environments. In fact, approximately 98,000 imaging studies are performed each year at its imaging clinics.

One of Laboratorio Médico del Chopo’s best practices is investing in a 5-year service contract with each new X Class ultrasound system purchased.

“Given our high-volume case load and the clientele we serve, ultrasound platform operating costs and reliability are critical,” said Laboratorio Médico del Chopo Biomedical Chief, Julio Anaya.



Dr. Pedro Zarate (far right), Julio Anaya (second from right) with Siemens Mexico Sales Team.

Clinical Education Bolsters Laboratorio Médico del Chopo's Quality Reputation

Laboratorio Médico del Chopo has developed a highly collaborative relationship with the Siemens Mexico Sales Team. Siemens clinical application specialists provide on-site training for Laboratorio Médico del Chopo professionals on new imaging applications and capabilities as part of the diagnostic lab's ongoing commitment to attract and retain the best medical talent.

Each month, Laboratorio Médico del Chopo hosts educational seminars. Siemens contributes clinical speakers, demo ultrasound systems and applications specialists to support Laboratorio Médico del Chopo's educational outreach efforts. Many Laboratorio Médico del Chopo physicians and care providers cite this as one of the reasons they've chosen to work for the company.

Conclusion

For Laboratorio Médico del Chopo, the quality of Siemens' ACUSON X Class ultrasound systems, after-sales support and clinical education teams have helped it build a reputation as a leader in medical diagnostics among referring physicians, patients and its own personnel.

"Our partnership with Siemens is about more than ultrasound platforms and imaging technology. It's about quality relationships, great patient care and continuous innovation and learning," said Dr. Jiménez.



Clinical Benefits

- The ACUSON X Class systems accommodate the widest ranges of clinical applications in their class and provide a variety of intelligent features that make ultrasound exams easier and faster.
- Exceptional transducer flexibility through MultiHertz multiple frequency imaging provides the functionality of multiple transducers in one.
- Sophisticated, high-end ultrasound features enable clinicians to make confident diagnosis.



Workflow Benefits

- Workflow innovations streamline and accelerate repetitive tasks.
- User-friendly interface is simple to learn and consistent across multiple clinics.
- Comprehensive measurement packages with a customizable reporting solution provide the flexibility needed in busy lab environments.



Financial Benefits

- Best return on investment: excellent reliability, high patient throughput, and versatile applications.
- Shorten study times and streamline workflow with Hanafy lens transducer technology, especially on technically difficult patients.
- Easy-to-use and ergonomic design reduces occupational health risks for the users.

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