

# CUSTOMER SPOTLIGHT

**LAKE IMAGING**  
www.lakeimaging.com.au



*insight into your health*

Lake Imaging is a joint venture between highly credentialled radiologists and highly skilled radiographers/business managers. This mix of clinical and operational skills allows Lake Imaging to provide optimal quality diagnostic imaging and patient care.

Lake Imaging uses state of the art diagnostic imaging equipment, Computed Radiography (CR), Picture Archive and Communication Systems (PACS) and data management systems.

## THE CHALLENGE

Lake Imaging, a large diagnostic imaging service in Melbourne Australia, was aware that 60 percent of Australian physicians who referred patients for diagnostic imaging were using Mac systems, and that the percentage was likely to increase as young physicians entered practice. Many of Lake Imaging's own radiologists and a growing number of its referring physicians also preferred the Mac, and were asking for a native Mac version of Visage, a widely used remote DICOM viewing technology.

## THE SOLUTION

Lake Imaging and many other Visage customers pressed Visage to create a Mac-based solution for the many radiologists and referrers who are Mac users. Buoyed by similar requests in Australia, the US, and elsewhere, Visage developed native Mac software, which was released in its Version 7®. Today Lake Imaging referrers can use any Mac system remotely as a full-featured radiological workstation, viewing 2D, 3D, and 4D studies on the Visage® PACS without having to download files.

# Lake Imaging: Turning Macs into Full-Blown, High-End Radiology Workstations



It's early dawn in Melbourne, Australia. An orthopedic surgeon gets out of bed to take a call from a family doctor whose patient has severely injured his left arm. The patient has been examined at Lake Imaging's Ballarat facility, and CT images are now available on Lake Imaging's Visage server. The surgeon reaches for his tiny Apple laptop, a MacBook Air, logs on to the Visage server, and locates the

patient's case. Images come up on his screen in his preferred 2D format. He reads them, and then opens a 3D image of the humerus, zooming and rotating it to get clear views of the fracture. He has the same tools and image quality he would see on the workstation of a high-end imaging system. He calls the patient's doctor and alerts his surgical team.

## Getting a competitive edge with the Mac

Lake Imaging, which serves referring physicians at 17 locations around Melbourne and regional Victoria, is one of the largest independent imaging groups in Australia. It operates MRI scanners at two locations, CT scanners at six locations, a PET system, 24 ultrasound machines, and several gamma cameras, and produces about 250,000 examinations a year. The company prides itself on a progressive, proactive approach to technology and was an early adopter of PACS in 2001. It has now become a global reference site for the recently launched Visage 7, the first version of Visage to offer a native Mac client.

"In our Ballarat facility outside Melbourne, many of our specialists use Macintosh computers, and there's never been good access into a radiology PACS for a Mac," says radiologist Dr. Alastair Firkin, MD, Director who is also a director of Lake Imaging. "So when Visage Imaging came up with the suggestion that they could produce a native viewing application for the Macintosh, it was an extremely exciting option for us. We're seeing more and more acceptance of Mac OS X with physicians, and it only makes sense to use its functionality for diagnostic imaging."

"We let them work on an operating system that they're familiar and comfortable with", says Lake Imaging CEO John Livingston. "A few years ago, I was told that a marketing survey found that 60 percent of Australian specialists who were referring patients for radiology were using the Mac."

## Visage 7: A revolutionary remote DICOM viewer

In an age when cardiac radiology studies can run to more than 6000 images, and image downloads can be tedious even on a fast Internet connection, Visage has taken the ground-breaking step of giving physicians access to images on a server without downloading them. The Visage PACS intelligently serves the images to any remote Mac client.

Visage software on Mac desktops and laptops gives them the same image quality, the same full toolset, and the same smooth, stable experience that they would get from a radiologist's high-end workstation. Visage is CE and FDA cleared for local and remote diagnostic viewing and meets all HIPAA compliance requirements. Access typically takes just seconds.

Visage 7 extends all these capabilities to the Mac platform. It processes images from any modality and provides 2D, 3D, and 4D viewing to the user's specifications. If diagnosis of a cardiac lesion calls for 2D images at a 30 fps frame rate, Visage caches the loop and plays it back at the correct frame rate.

“

*"It gives us a competitive advantage because we're not forcing specialists to work in an environment they didn't choose"*

John Livingston, CEO,  
Lake Imaging

”



### A full-blown 2D/3D/4D radiological workstation on the MacBook Air

Output from the company's imaging systems travels over a dedicated broadband microwave link – one of the largest WANs in the southern hemisphere – between the cities of Geelong, Ballarat, and Melbourne. The DICOM images reside on a Visage server at a central location and physicians can access examination results securely over the Internet.

“One advantage of Visage 7 is that it's a lot faster, which implies quicker response to patients”

Alastair Firkin, MD, Director,  
Lake Imaging

Because all the image processing is done on the Visage server, users don't need high-end desktop or laptop systems. Physician running native Visage 7 software on a MacBook Air – or any Mac – now have a powerful, full-featured DICOM

image viewer in their hands that equals any radiologist's workstation.

“It's always been logical to encourage vendors to improve applications so they would run in a Macintosh environment,” says Livingston. “It's logical that the radiologist's workstation would ultimately be able to run on a Mac platform at home or at work.”



### An enthusiastic welcome from Mac users

The Mac users among Lake Imaging's radiologists and referring specialists are delighted to have Visage 7's functionality on their systems. Many of the major US institutions that already use Visage – including the University of Chicago Medical Center, the Brigham and Women's Hospital of Boston, and the University of Texas at El Paso – will have the capability of using a Mac for remote viewing.

“We've been applauded at many levels since we took the decision to develop a native Mac version of Visage,” says Visage CEO David Chambers. “It's still creating excitement – a buzz and a positive response – both internally and externally. There was a demand and a need out there among the many clinicians who are Mac users. We're delighted to be putting these tools in their hands.”

### Visage: Reaching out to Mac users in medicine

Visage Imaging, founded in Germany, has been highly successful with its breakthrough medical imaging technology. Visage software lets physicians access and manipulate high-quality images remotely without first downloading them to their systems. Demand from the medical community alerted them to the desirability of providing a native software solution for the Mac.

Visage software is registered as a medical device in Europe, Canada, and Australia, and has received FDA clearance.

“We've had people coming to us increasingly in the US, and certainly in Australia, saying, ‘When are we going to get Visage for the Mac?’,” says Visage CEO David Chambers. “Then we learned that some of the leading radiologists at Lake Imaging, as well as some of their leading referrers and cardiologists, were asking the same question. We decided to accelerate the development of native software for the Mac, and to make it available at the earliest possible time. The reception has been gratifying.”

“We're seeing more and more acceptance of Mac OS X with physicians, and it only makes sense to use its functionality for diagnostic imaging.”

Alastair Firkin, MD, Director,  
Lake Imaging

# CUSTOMER SPOTLIGHT

VI-MKT-CS-LAKE-02-EN-1W



**Contact Visage Imaging**  
info@visageimaging.com  
US: +1 888-338-4724  
EU: +49 30 700968-0  
AU: +61 3 9429 8800  
[www.visageimaging.com](http://www.visageimaging.com)

