



INVENTORY
OPTIMIZATION
SOLUTIONS

Touchstone Medical Imaging, LLC Case Study

“We needed to build good visibility throughout the entire enterprise.”

– Rami Nofal, Touchstone Medical Imaging

Overview

Touchstone Medical Imaging, LLC is a leading provider of diagnostic imaging services in the United States. Headquartered in Franklin, TN, Touchstone owns and operates diagnostic imaging facilities nationwide. The imaging facilities provide a wide range of imaging services in a comfortable, service-oriented outpatient environment.

The Touchstone philosophy is to unite state of the art equipment, the most qualified radiologists, and superior customer service for the patients and physicians in the communities served.

The Touchstone mission is to offer patients and physicians the highest quality outpatient imaging services, and to support them with a deeply instilled work ethic of personal service and integrity.

The Situation: Rapid Growth

“As a large group of medical imaging outpatient centers, we sit at the forefront of healthcare,” said Rami Nofal, Senior Financial Analyst, Touchstone Medical Imaging. “We’re the front line for physicians needing diagnostic information to help their patients. We run our entire business with the patient at the center of every decision, and with this approach, we’ve rapidly grown to nearly 60 centers. We focus on building our operations around the patient experience, then finding solutions that serve both the patient and our business.”

The Challenges

“With so much rapid growth, it became essential to digitize our entire ordering process into a single platform with fingertip access for our clinicians,” said Nofal. “We needed to build good visibility throughout the entire enterprise. Clinicians were spending too much time on ordering, and there was variability from location to location. Manual procurement processes were burdensome for our clinicians, who may see as many as 30 patients a day.”

Touchstone wanted to create a formulary of standardized products and vendors, to drive quality and consistency at the best possible prices.

The Solution

Touchstone selected the IOS Envi® solution, implementing technology and processes that would provide greater visibility and control over purchasing. “Since procurement processes in healthcare are so complicated, it’s important we have the data to steer our buyers to order the right products from the appropriate vendors at our best available price,” said Nofal.

“With Envi, we have full visibility. The Envi system allows us to see a significant portion of our spend; we can understand what we’re buying, from whom, and at what price. With this information, we continually become more strategic within our procurement process.”



Rami Nofal
Senior Financial Analyst



Touchstone
MEDICAL IMAGING

Implementation

Touchstone focused on identifying and prioritizing vendors with full EDI capabilities. “We worked on the front end to be sure the vendors we loaded supported the EDI document sets we needed,” said Nofal. “At the same time, we identified the vendors with which we conducted the most business. I consolidated the items I frequently purchase, then was able to shop my usage at a manufacturer level for more effective negotiation. We then created a standardized list of products and vendors that delivered the quality we needed at the best prices.”

“We strategized based on return on effort, recognizing the most frequently used and purchased products would provide the greatest return.”

— Rami Nofal, Touchstone Medical Imaging

“Using Envi, we’ve implemented EDI with seven key vendors based on the products we were purchasing and the vendors’ EDI capabilities, delivering the greatest return on our efforts. Today our buyers can log into Envi from anywhere and order exactly the products we’ve selected in our formulary.”

Touchstone is using Active Directory, which allows front office staff members and technicians in clinics to use a single login for everything they need to do. “With safeguards built in, IT can ensure we’re managing our users and users have the access they need, wherever they are.”

Best Practices Enabled

Vendor Selection:

“We focused on identifying a key group of EDI capable vendors. It’s important to understand a vendor’s capabilities for handling and generating electronic documents. Your goal should be 100% EDI transactions with these vendors – you’ll save time and build visibility for future decision-making.”

Controlling Spend:

“Standardization is the key to savings and control. We’ve loaded the exact products and vendors we want our centers to buy from, ensuring we get the right products at the best prices. When someone requests a new product, we can determine if it’s something we need to add or simply an educational opportunity to point the requester to what’s available on our formulary. We keep control over spend and can reduce costs.”

Allow Time to Standardize:

“Once you have your users set up in Envi and have on-boarded vendors, you can begin standardizing on specific items. Standardization has an educational component; it’s important to get everyone on the same drum beat, then you can continue making changes.”

Business Results

“Driving standardization is key to savings and control,” said Nofal. “With good purchasing data, we’ve been able to reduce the number of items we buy within product categories and the number of vendors from which we purchase. We are also able to more effectively leverage our spend to achieve better pricing from manufacturers.”

“With Envi, we have the visibility and transparency we need to get our negotiated contract prices. Avoiding variances between contract and invoice price is a big deal and whenever we can ensure we match, we’re able to streamline and automate accounting.”

Nofal concluded, “Our goal is to continually deliver a streamlined purchasing experience to the end-users in our centers. We don’t want our clinical team members spending valuable time on procurement tasks. We want them to get the full benefit of an automated ordering process, so they can get back to the patients who need them.”



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