ENTERPRISE IMAGING ACCELERATED ON PURE

Providers are demanding more images, and more detail, be made available everywhere

Medical imaging has been a part of clinical care since the invention of the X-Ray by William Roentgen in 1895. Since that time, the number and value of imaging studies used to diagnose and treat patients has continued to grow, year after year.

Today, Pure Storage is innovating to help health systems break out of the data management spiral created by rapid growth in image data. Pure Storage all-flash makes enterprise imaging a reality in the health system through:

ACCELERATING AVAILABILITY of images with all-flash storage

REAL TIME IMAGE ANALYSIS – and, by extension, business and artificial intelligence – made a part of clinical decision-making

UNIVERSAL ACCESS to images, on-demand, with advanced rendering capabilities

The time is right for enterprise imaging: today providers across many specialties, along with their colleagues in radiology, are demanding more images, more detailed scans, and faster, ubiquitous availability to enable integrated care.

ENTERPRISE IMAGING REQUIRES A STORAGE PLATFORM THAT:

- Reduces TCO
- Enables collaboration
- Improves clinician experience
- Allows health systems to do more with image repositories
- Lowers cost and risk associated with data migrations

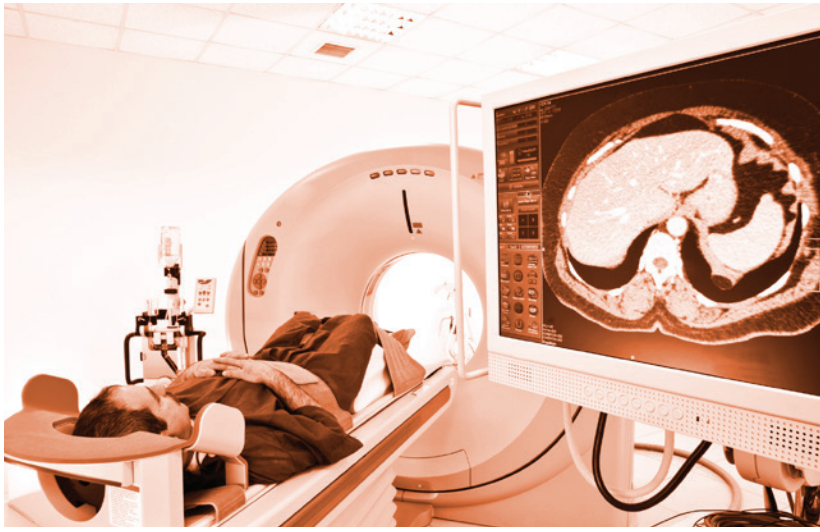
ENTERPRISE IMAGING DEMANDS A NEW MODEL FOR BUYING STORAGE

The demands on IT resulting from medical imaging are changing. Today's health systems store all kinds of images, including X-Rays, CT and MRI scans, visible light photographs, ultrasound, tomography, videos, and even whole slide images captured in the pathology department. Analytics, machine learning technologies, and radiomics are changing the way these new types of images are being accessed and used. Today, image data is combined with other patient data and mined with sophisticated bioinformatics tools to develop models that may potentially improve diagnostic, prognostic, and predictive accuracy.

Yet, while digital imaging has changed the economics of capturing and using images over the past two decades, digital storage and analytics needs are exceeding expectations, and current storage buying models are problematic. The average health system is moving toward petabyte scale storage needs for imaging – and many are already there. Likewise, bandwidth needs are growing as more analytics and machine learning come online.

ENTERPRISE IMAGING SERVICES DRIVE PATIENT SATISFACTION

Patients and providers alike want images available when and where they need them. Radiologists need better response times from existing systems to enhance productivity. In fact, more and more radiologists are seeing patients directly, or working with other caregivers who are sharing images with patients, making technologies like 3D rendering vital to collaborative decision making on care. In the community, radiologists work as collaborators and in consultation with other providers to help align image-based diagnoses with new techniques like precision medicine. They provide and monitor results of interventional radiology treatments, and shepherd clinical trials with image-based endpoints.



IMAGING IS BECOMING A STRATEGIC DIFFERENTIATOR FOR THE HEALTH SYSTEM

Health systems facing declining reimbursements and new payment models need to leverage data and reduce waste, while differentiating their service offerings with new technology to grow and retain patients. As images are shared more frequently during care delivery, and more service lines depend on imaging-based technology tools, the demands on the infrastructure only grow. Health systems that are able to leverage imaging in care delivery have the potential to create a competitive advantage with patients and providers in the community, and, in many cases, across entire regions as innovative treatments create differentiation. In order to realize this potential, a new storage buying model for enterprise imaging is required.

WITH THIS NEW STORAGE BUYING MODEL, HEALTH SYSTEMS CAN:

- **Deliver broader image and content strategies** that enable analytics and drive collaboration
- **Add advanced 3D rendering** capabilities to your hybrid cloud
- **Amplify content** in a patient-centric platform-as-a-service environment
- **Drive patient satisfaction** and new business opportunities by making images available on-demand throughout the health system
- **Push imaging data** out to more concurrent users in a timely fashion – driving integrated care with better clinical outcomes

TODAY'S NEW BUSINESS MODELS FOR VALUE-BASED CARE DEPEND ON IMAGING

Health systems moving to integrated care business models are crying out for more active repositories to replace image archives as they move toward collaborative models of care. Yet traditional storage vendors continue to rely on three-year buying models and costly forklift migrations – and performance still does not meet clinician's requirements. Pure Storage offers an alternative: a renewable, upgradable, scale-out, high-performance storage environment for images at a low TCO that ensures the latest technology and market-leading support and maintenance for 10+ years.

Imaging IT organizations need to be prepared to meet the needs of enterprise imaging with storage and computing power that delivers the performance required by radiologists and other clinicians. The promise of images can only be realized when the learnings from them are delivered to the point of care in real time and combined with the information needed to make better decisions.

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