



The Outsource Advantage

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Background

Outsourcing permits an organization to redirect its resources from non core activities toward activities that can generate more income or improve their customer service.

The emergence of outsourcing can be traced most notably to the landmark IT outsourcing contract signed by Eastman Kodak Company in 1989. This deal brought about the first major tipping point that outsourcing had experienced. It revolutionized the way outsourcing had been used previously and launched Outsourcing 1.0, although we did not know it at the time.¹ Today, the use of outsourcing is commonplace and responsible for delivering millions of dollars in cost savings while positively impacting business.

1. Source: Outsourcing 2.0: The New Outsourcing and What it Means to You; Frank J. Casale, Founder and CEO, The Outsourcing Institute

Strategic Outsourcing

Mammologix offers a hybrid form of outsourcing referred to as strategic outsourcing. In this arrangement it provides specialized capabilities that supplement an organization's existing capabilities. Strategic outsourcing of the back-office MQSA tasks provided by Mammologix offers benefits through both greater information standardization, simplified coordination and cost economies.

Strategic outsourcing is widely utilized within the health care arena. According to Ratib Osman, MD, PhD, "Many hospitals have outsourced laboratory, pathology, dietary and housekeeping services. Some hospitals have outsourced entire lines such as cancer centers and outpatient surgery. Structured and operated effectively, outsourcing can produce significant benefits while enabling hospitals to focus limited resources and management efforts on other areas."²

2. Outsourcing the Electronic Medical Record; Decisions in Imaging Economics Jan/Feb 2001

Reasons Companies Outsource

Mammologix clients are able to increase the number procedures performed (mammograms, breast biopsies, bone density studies, etc.) without the burden of additional staff to maintain the patient tracking, communications and medical outcome auditing/reporting requirements involved in the back-office tasks associated with MQSA.

The most costly component of running any mammography center is personnel. Keeping staff focused upon the core business of taking care of patients can positively impact the level of service an organization can provide, as well as the bottom line. Strategic outsourcing with Mammologix to deal with the non-core components associated with certain back-office tasks makes that possible.

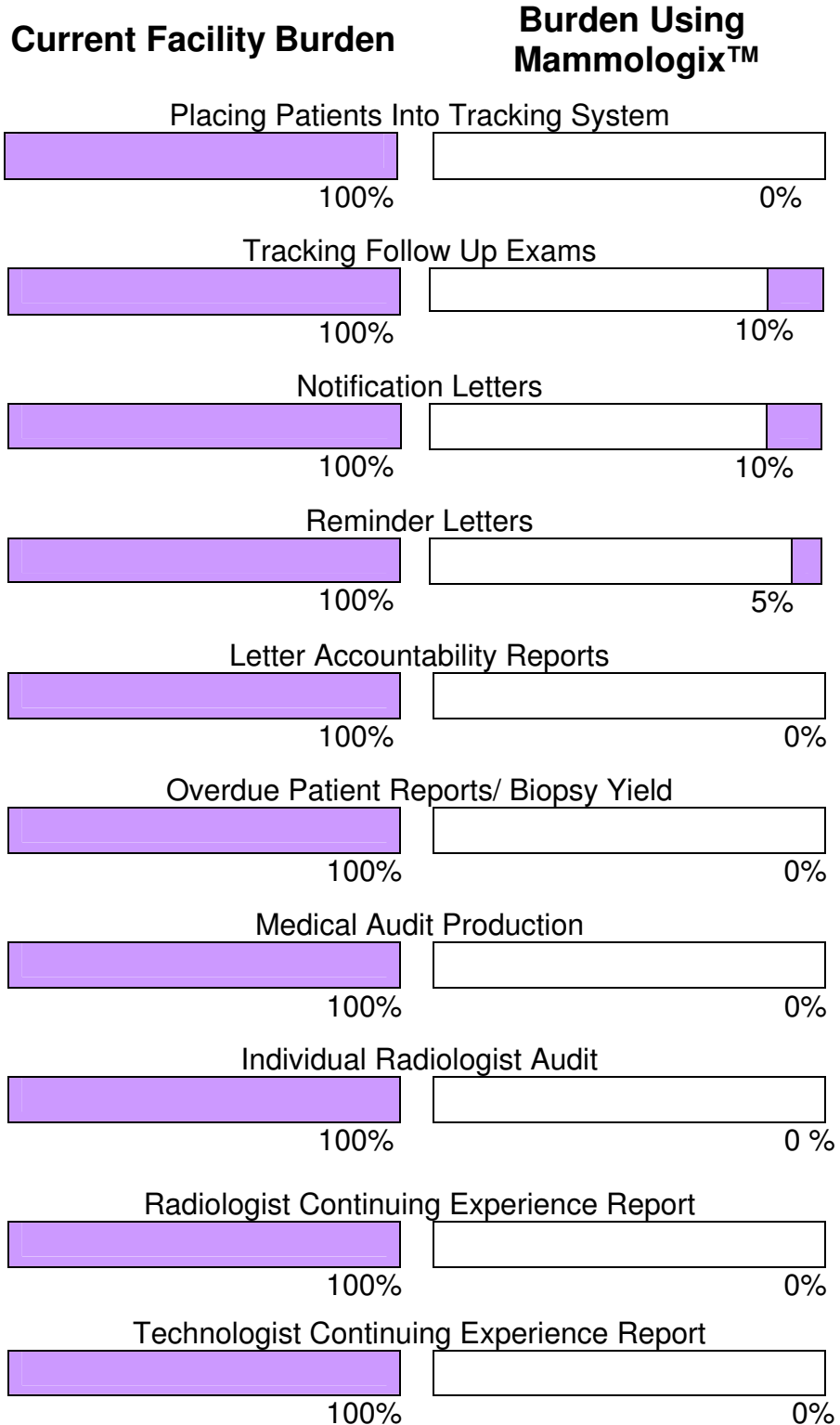
Top 10 Reasons Organizations Outsource

1. Reduce and control operating costs
2. Improve company focus
3. Gain access to world-class capabilities
4. Free internal resources for other purposes
5. Resources not available internally
6. Accelerate reengineering benefits
7. Function difficult to manage/out of control
8. Make capital funds available
9. Share risks
10. Cash infusion

Source: Survey of Current and Potential Outsourcing End-Users, The Outsourcing Institute www.outsourcing.com

Facility Burden

Mammologix™ assumes your burden for accomplishing non-core tasks and enables your staff to concentrate on their patients.



Mammologix™ makes

managing mammography data

easier for you!

With Mammologix™ at your side, you pay only for what you use. There's no expensive hardware or software to purchase, thus eliminating staff training and retraining. Plus, the cost is very reasonable compared to purchasing and maintaining your own in-house system, which can run hundreds of thousands of dollars.

- No expensive software or hardware to buy
- No training/retraining
- No learning curve
- No software maintenance
- No annual service fees
- No software updates

Mammologix™ can

save

your imaging facility

40% - 60%

of the cost of an
in-house system!

mamm♀ologix

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