Case Study

How Integrated PACS and Reporting Enabled Rapid, Frictionless Scale

In 2021, Independent Medical Consultants (IMC) was a radiology practice in the Midwest with a clear goal: provide consistent radiology coverage to rural and underserved communities. The clinical need was obvious, but the traditional path to launching an independent practice was daunting.

Legacy imaging vendors required significant upfront capital, proprietary workstations, complex installations, and weeks (or months!) of implementation before a single study could be read. In many cases, vendors would not engage without large minimum-volume commitments. As Dr. Luke Roller, founder of IMC shared, *"They (potential vendors) said, 'Come talk to us when you have 150,000 studies.'*
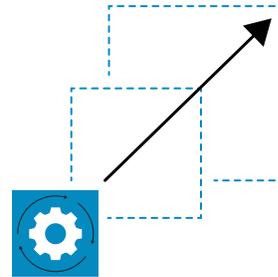
For an independent radiologist, the ask and risk was simply too high.

The Solution: Integrated, Cloud-Native PACS and Reporting

In 2022, IMC partnered with Sirona to deploy an integrated PACS and reporting platform designed to eliminate infrastructure friction.

Instead of investing in servers, workstations, or IT projects, IMC went live within weeks using only a browser.

PACS, diagnostic viewing, reporting, and workflow were unified in a single cloud-native system with no installations, no VPNs, and no proprietary hardware.

Rapid Implementation, Minimal Overhead

Implementation remained simple and predictable from the moment of deployment with Sirona.

New sites could be onboarded quickly without re-architecting workflows or managing separate systems. PACS performance and reporting speed remained consistent across volumes, locations, and site complexity. What traditionally required months of planning, hardware procurement, and coordination became a straightforward operational process.
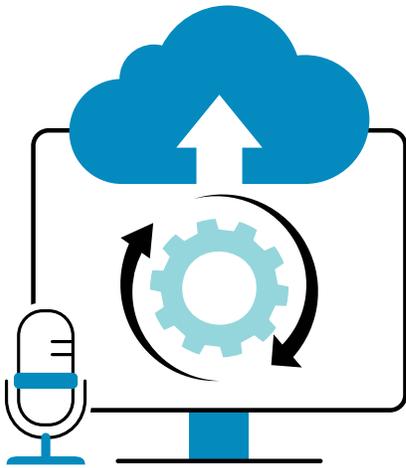
Scaling Without Adding Complexity

IMC began by reading approximately 50 studies per month for small, often overlooked sites, including rural outpatient clinics and correctional facilities. As demand increased, the platform scaled without introducing new infrastructure requirements or IT burden.

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When overnight and overflow coverage became necessary, IMC partnered with another teleradiology group already operating on the same platform. Because PACS and reporting were unified, collaboration required no new integrations, no additional systems, and no workflow redesign. Multiple radiologists, locations, and coverage models operated within a single system without performance tradeoffs or downtime.

Reporting Built for Clinical Reality

As volume increased, efficient reporting became critical. Sirona's integrated reporting workflows, designed by teams with extensive experience in building clinical reporting systems, enabled IMC to read and report without switching tools or managing disconnected systems.

Reporting, priors, dictation, and images lived in one environment, supporting consistency and speed as the workload scaled.

As Dr. Roller shared: "I'm getting closer to the point where my brain and my eyes are the rate-limiting step — not the technology."

> "Having the images, reporting, and dictation all in one place—auto-generating impressions, summarizing prior reports, and communicating directly with the images— means everything just works seamlessly. We're not logging into multiple systems or waiting on technology anymore."

Luke Roller, MD
Founder and CEO
Independent Medical Consultants

Economics That Support Sustainable Growth

IMC avoided the six-figure investments typically required to launch and scale a radiology practice by eliminating upfront capital expenses and converting infrastructure into a flexible operating model. Instead of purchasing workstations, maintaining servers, or paying for unused capacity, costs scale with actual usage. This reduced financial risk while allowing the practice to grow predictably. As Dr. Roller noted: "The fixed costs were so low that my practice could actually breathe."

Results

Today, IMC reads for large, integrated health systems as well as smaller community sites all on the same unified platform. Growth has not required new infrastructure, system upgrades, or added IT complexity. IMC's experience reflects a broader shift in radiology. Sustainable growth is no longer driven by adding more tools or rebuilding infrastructure for each expansion. It is enabled by unified, cloud-native platforms that make scale operationally simplified.

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Overview

Practice: Independent Medical Consultants (IMC)

Location: Midwest

Focus: Rural and underserved facilities

IMC set out to provide reliable radiology coverage to communities that lacked consistent access. Traditional radiology infrastructure made launching and scaling an independent practice financially and operationally risky.

Challenge

Legacy imaging platforms created significant barriers for independent radiologists:

- Six-figure upfront capital investments
- Proprietary workstations and on-prem hardware
- Complex installations and VPN requirements
- Long deployment timelines before revenue generation
- Limited flexibility for scaling volume or collaborating with partners

Solution

In 2022, IMC adopted **Sirona's cloud-native radiology platform.**

Key capabilities:

- Browser-based access (no installations or VPNs)
- No servers, hardware, or proprietary workstations
- Rapid go-live within weeks
- Unified platform supporting multiple sites and radiologists

Results

Impact

- Now reads for major health systems
- Continues to expand volume and coverage
- Maintains flexibility, control, and quality
- Scales without added operational complexity
- Offers coverage for underserved areas:
- Regional correctional facility
- Rural outpatient clinic
- Seamless performance as volume increased
- No system upgrades or infrastructure changes required

Scalable Collaboration

- Added overnight coverage through a teleradiology partner
- No new integrations, hardware, or workflow changes
- Shared reads within the same platform

Financial Impact

Sirona replaced capital-heavy infrastructure with a flexible operating model:

- Eliminated upfront hardware and workstation costs
- No server maintenance or IT staffing requirements
- Pay-for-use pricing that scaled with demand

Learn More

To learn more about Sirona Medical and RadOS™, visit: **sironamedical.com**

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