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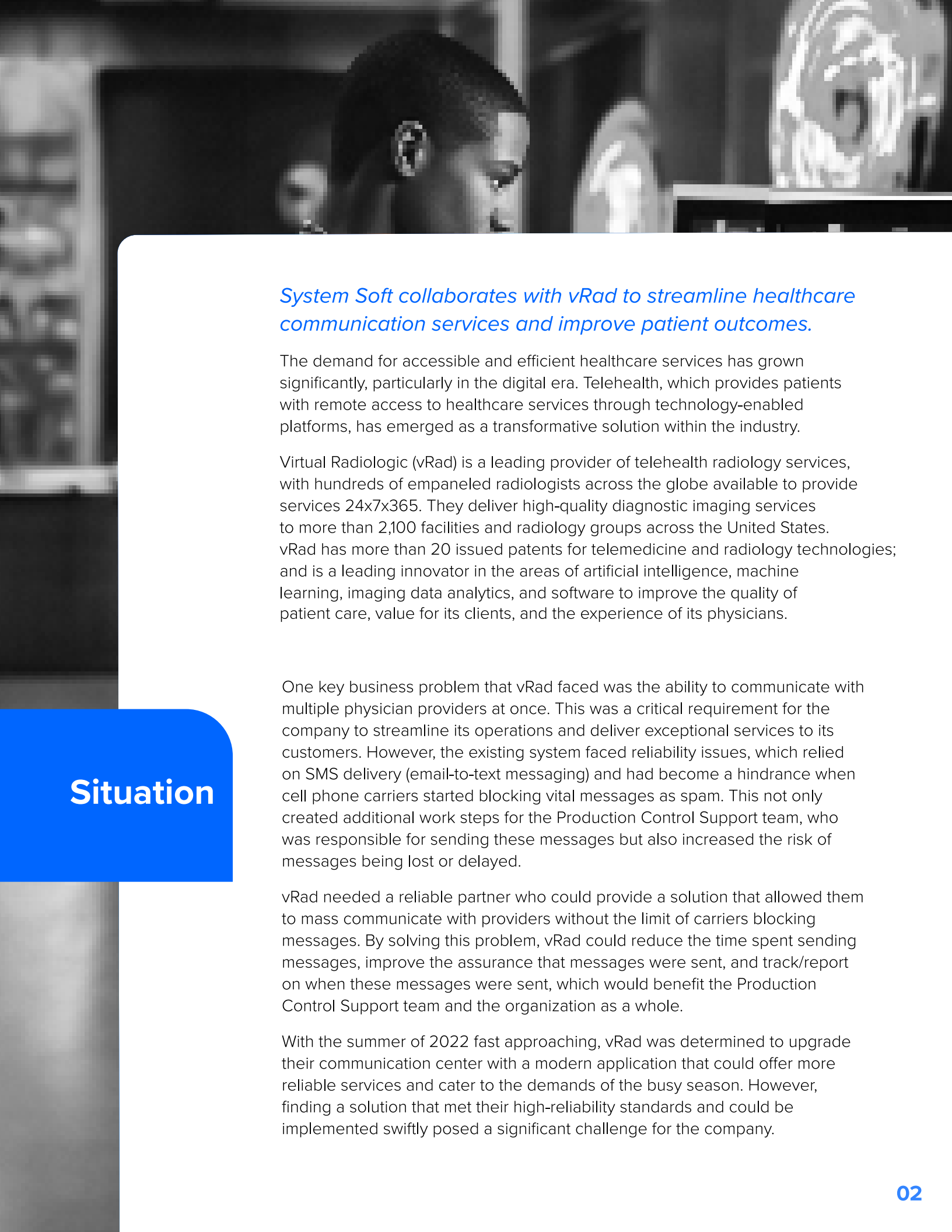
CASE STUDY

# **BOOSTING TELEHEALTH PERFORMANCE 6X WITH AGILE DELIVERY & SAAS**

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*System Soft collaborates with vRad to streamline healthcare communication services and improve patient outcomes.*

The demand for accessible and efficient healthcare services has grown significantly, particularly in the digital era. Telehealth, which provides patients with remote access to healthcare services through technology-enabled platforms, has emerged as a transformative solution within the industry.

Virtual Radiologic (vRad) is a leading provider of telehealth radiology services, with hundreds of empaneled radiologists across the globe available to provide services 24x7x365. They deliver high-quality diagnostic imaging services to more than 2,100 facilities and radiology groups across the United States. vRad has more than 20 issued patents for telemedicine and radiology technologies; and is a leading innovator in the areas of artificial intelligence, machine learning, imaging data analytics, and software to improve the quality of patient care, value for its clients, and the experience of its physicians.

One key business problem that vRad faced was the ability to communicate with multiple physician providers at once. This was a critical requirement for the company to streamline its operations and deliver exceptional services to its customers. However, the existing system faced reliability issues, which relied on SMS delivery (email-to-text messaging) and had become a hindrance when cell phone carriers started blocking vital messages as spam. This not only created additional work steps for the Production Control Support team, who was responsible for sending these messages but also increased the risk of messages being lost or delayed.

vRad needed a reliable partner who could provide a solution that allowed them to mass communicate with providers without the limit of carriers blocking messages. By solving this problem, vRad could reduce the time spent sending messages, improve the assurance that messages were sent, and track/report on when these messages were sent, which would benefit the Production Control Support team and the organization as a whole.

With the summer of 2022 fast approaching, vRad was determined to upgrade their communication center with a modern application that could offer more reliable services and cater to the demands of the busy season. However, finding a solution that met their high-reliability standards and could be implemented swiftly posed a significant challenge for the company.

## Situation



## Strategy

vRad identified the issue and selected System Soft to help overcome its problems. To address the challenge of mass communication with radiologists, System Soft proposed a Software as a Service (SaaS) solution that utilized pre-built microservices leveraging Twilio as a backend tool and addressed any gaps in user interaction that vRad had.

The timeline for this project started with a kickoff in May of 2022 and was completed in two phases, with the initial go-live in August 2022. Milestones were marked throughout the process, with key checkpoints to ensure that the implementation was meeting the needs of the organization.

## Outcome

The partnership with System Soft and the implementation of the Twilio-based communication tool provided vRad with a reliable and effective means of communicating with physician providers, freeing up the Production Control Support team to focus on other critical tasks. The team was able to better send messages to multiple physician providers at once, without worrying about carriers blocking vital messages as spam. Additionally, the tool provided greater assurance that messages were sent and the ability to track/report when these messages were sent.

This approach allowed vRad to avoid the need to own and operate the application, relieving them of any IT overheads associated with running it. Additionally, vRad would only have to pay an annual licensing fee and could receive assured support services from an operations perspective. By leveraging System Soft's SaaS solution, vRad could now focus on its core competencies and leave the IT infrastructure and application management to a trusted partner, ensuring seamless and reliable communication with radiologists across the world.

## Post-Upgrade Performance Results



*Reduced time to send one email-to-text alert from 90 to 15 seconds.*



*Eliminated the need to create small dispatch groups to send email-to-text alerts due to cell phone carriers blocking vital messages as spam. (Originally 4 groups, 23 seconds per alert)*



*Reduced monthly dispatch time from 160 to 30 minutes (Volume 100)*



“ System Soft was instrumental in delivering the communication tool we needed to more efficiently connect with our team of Radiologists. They worked diligently and quickly to understand our requirements and presented us with multiple options to choose from. With their solid partnership, we were able to get our initial platform up and running in a timely manner. We highly recommend System Soft for their commitment to understanding their client's needs and delivering effective solutions. ”

- **Roberta Monte**, Sr. Director of Operations, vRad

## Conclusion

After implementing the new communication center solution proposed by System Soft, vRad experienced several key benefits:

- **Improved Communication and Workflow:** By better tracking and monitoring the success of messages sent to radiologists, the system resulted in improved communication and workflow. This allowed for a more effective and streamlined process.
- **Improved Accuracy:** With the ability to quickly identify and update outdated contact information for radiologists, vRad improved the accuracy of communication, reducing errors and ensuring that messages reached their intended recipients.
- **Improved Efficiency:** The new solution was much easier to use than the previous workflow, resulting in significant time savings and improved efficiency for the production control support team. This allowed them to focus on more important tasks, resulting in higher productivity.

Overall, the upgrade has significantly improved the sharpness and clarity of the alert system, resulting in faster and more efficient communication.

System Soft adopted an Agile delivery approach with weekly sprints, completing the requirements gathering and building process in 6 weeks. After each sprint, product demos were conducted, and feedback was incorporated into the next sprint. As a result, the application was completed in just 9.5 weeks meeting the vital needs of vRad, and was successfully launched on August 8, 2022.

If you or your organization are facing a similar challenge and need an innovative approach and trusted partner to resolve the issue, contact System Soft. To learn more, [visit sstech.us](https://www.sstech.us)

# ABOUT SYSTEM SOFT

## OUR SUCCESS STARTS WITH YOU

At System Soft, we are a family unit powered by diversity, inclusion, transparency, respect, integrity and passion for our clients and our people. Our business growth depends on your professional development, as we collaborate, share ideas and innovation, and invest in our future. By forging a meaningful partnership with our people, we come together with the same purpose, exceeding our goals. This keeps us nimble, ahead of the competition, and on top of our industry. Our continued success begins with you.

## Accelerating Innovation



Gold Cloud Platform  
Gold Cloud Business Applications  
Gold Cloud Customer Relationship Management  
Gold Enterprise Resource Planning  
Gold Application Development



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