

Stryker Imaging

www.imaging.stryker.com

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Stryker Imaging is the US leader in orthopaedic Picture Archive and Communications Systems (PACS). At Stryker Imaging, their focus is to provide orthopaedic surgeons with tools to assist them in becoming more efficient while providing exceptional quality of care. Using Stryker’s tools helps orthopedic surgeons improve their practices and tap into the power and benefits offered by digital systems. Stryker Imaging is a division of Stryker Corporation. Stryker Corporation is one of the world’s leading medical technology companies with the most broadly based range of products in orthopaedics and a significant presence in other medical specialties.

HL7 Challenges

- **Client Implementation:** Stryker Imaging’s customers often implement the HL7 standard in different ways. Addressing each customer’s unique HL7 implementation translated into more complex service engagements, resulting in higher delivery costs. Additionally, orthopaedic software vendors do not always follow HL7 standards completely, so having the flexibility to adapt to various integration scenarios was taxing.
- **Revenue Growth:** As Stryker Imaging’s sales volume increased, the time and cost for the custom interface coding required for each client’s interface was not feasible. Ramping Stryker’s revenue efficiently would be impeded by continuing this approach.
- **R&D:** Focusing on the core development of Stryker Imaging’s solution was critical. Being distracted by unique HL7 requests would raise R&D costs and stretch essential new release dates.

Stryker Imaging Insights

The Stryker Imaging team offers different perspectives on the challenges of connecting various applications and how the Corepoint Integration Engine delivered results and improved their approach with their customers.

Customer Solution

- Implemented Corepoint Integration Engine™ to enable Stryker Imaging’s application to use any client-defined HL7 standard and integrate with various client applications, including Practice Management Systems, digital imaging systems, Electronic Medical Records (EMR), etc.
- Corepoint Integration Engine:
 - Enabled delivery of the client’s HL7 version and associated modifications with no custom coding to Stryker Imaging’s application.
 - Decreased implementation costs by shortening the delivery of interfaces and eliminating R&D’s involvement in meeting client interface requirements.
 - Increased productivity of consulting team by using functions designed to assist implementation personnel to quickly configure critical interfaces for clients while delivering the interfaces to other applications effectively.
 - Increased the productivity of the R&D team by shifting the client interface development to the capable hands of the implementation team.
 - Enhanced sales confidence in Stryker’s ability to meet any client HL7 requirement for integration.

CUSTOMER SUCCESS

According to Mark Lipscomb, General Manager, Stryker Imaging: “Stryker Imaging and our customers both have high expectations. We continually strive to deliver solutions that are easy to deploy and operate effectively. Integrating with other clinical applications is no different. Our customers expect interfacing to be simple, no additional technical skills required. Consequently, Stryker Imaging works daily to bring applications together so that we can continue our success in the imaging market.”

Brian Fugere, Director of R&D, adds: “Prior to working with Corepoint Health, every implementation required a custom approach for each client and interface. This approach increased our implementation costs but, more importantly, it was becoming a burden on our development resources. With their focus being split between developing new features and supporting implementations, delivering new capabilities to our products efficiently and effectively was becoming very difficult.”

“Before Corepoint Integration Engine, we could not re-use the interface development effort between different clients. Stryker needed a standard approach to deliver to our customers, and Corepoint Integration Engine was the answer,” highlights Staffan Lindstrom, Integrations Engineer at Stryker Imaging.

“The beauty of Corepoint Integration Engine is that Stryker Imaging can exceed customer requirements while lessening our workload and expenses.”

Mark Lipscomb, General Manager, continues: “Simplicity is critical. Our customers are not tech savvy, and they should not have to be. They have much more important responsibilities. With Corepoint Health solutions, we are able to bring all the pieces together for our customers while helping us to ramp our revenue more productively and to deliver a higher quality, complete solution.”

From one of Stryker Imaging’s top sales representatives, Eric Stewart: “Potential customers frequently ask if we can interface with various clinical applications. With Corepoint Health, we now can stand confidently and state that we can. We are more efficient in our sales cycle because we have answers to the customer questions about how we connect with other applications. It is a win-win for our customers and Stryker Imaging.”

From the implementation perspective, Staffan Lindstrom adds: “Corepoint Integration Engine allows us to accommodate our client requirements without changing our core product. We make the configurations within Corepoint Integration Engine, and then we simply go live with our customers.”

Mark Lipscomb, General Manager, summarizes: “Stryker Imaging’s objectives are to exceed our client expectations consistently and deliver repeatable integrations. Corepoint Health has helped us deliver. With Corepoint Health and their dedicated team, we are able to improve our operations and keep R&D focused on enhancing our core solutions. Selecting Corepoint Health has been a great decision for us and our customers.”

About Corepoint Health

Corepoint Health has the healthcare IT experience and strength to deliver a dramatically simplified approach to internal and external data integration and health information exchange for hospitals, radiology centers, laboratories, and clinics. Our next generation software solutions are transformational and will streamline your IT environment, provide a fast track to achieving your interoperability goals, and create operational leverage within your organization. Corepoint Health’s solutions achieve a needed balance of being both intuitive and sophisticated while delivering solid functionality and performance.

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