



PRACTICAL AND CONVENIENT SERVICE MAKE THIS NEW YORK ORTHOPEDIC PRACTICE A SUCCESS

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Offering quality orthopedic care that is convenient and practical is what orthopedic surgeon, Dr. Stuart Springer, says makes his practice so successful. Convenience is one of the main reasons for the location of the practice: the corner of Madison Ave. and 49th St, in the heart of mid-town Manhattan.



Offering high quality and convenient orthopedic care has made Dr. Springer's practice succeed in the competitive New York market

"We wanted to be here, because it's easier for our patients, many of whom work here in midtown," says Dr. Springer, co-founder and director of the International Arthroscopy Center at the Hospital for Joint Disease and clinical associate professor of orthopedic surgery at New York University. "Now they can see their doctor, and then go right back to work."

Dr. Springer's mid-town office occupies 4,000 square feet of prime office space including a 1,000 square foot rehabilitation and physical therapy center. "Patients like the convenience of one-stop shopping at the doctor's office," says Dr. Springer. "Here, they can get everything they need all in one place."

Extremity MRI Makes Perfect Sense

As part of his philosophy of centralized services, his practice recently installed a Hologic E-Scan dedicated extremity MRI system, the first such unit in Manhattan. Now patients can have MR imaging done in-office, eliminating the need for traveling from the point of care to get an MRI.

Travel time is only one reason Dr. Springer chose a dedicated extremity MRI system for his patients. With a dedicated system, patients don't have to be enclosed in a loud MRI system for long periods of time. Dr. Springer points out that with many of the large magnet MRI units, patients can feel uncomfortable, and even claustrophobic. "Even the so-called 'open' MRI units are not really so open."

With the E-Scan, patients are surprised how comfortable it is to have a MRI done. Says Dr. Springer, "With the E-Scan, you can even read a newspaper while you are in there." He also adds, "I have had patients who were claustrophobic

in regular MRIs, who have no problems with the E-Scan, even during shoulder imaging, which can be the most confining."

Improved Imaging & Optimal Workflow

The E-Scan extremity system has a gradient strength that rivals many whole body systems, Dr. Springer says. In fact he sees little difference between the two types of systems. "The images are very good," says Dr. Springer. "Better than most of the large magnet systems out there. For issues involving the soft tissues, our E-Scan dedicated extremity MRI can image the areas we need to see better than a large magnet system ...and with a lower magnetic field."

The E-Scan also makes communications with consulting radiologists much easier and more streamlined. "All of our images are read by a radiologist who specializes in musculoskeletal radiology," Dr. Springer says. "The E-Scan allows for instant communication with the radiologist. The images can be read anytime, anywhere, because it is all done by email. If I need to, I can call the radiologist as



The E-Scan can easily do the six important peripheral joints: shoulder, elbow, wrist, hip, knee and ankle

soon as the MRI is done and discuss it with him.”

The Hologic Difference

When the practice was researching dedicated extremity MRI systems, the decision to go with Hologic’s E-Scan turned out to be a fairly easy one. “In my opinion, there were only two systems out there worth looking at,” Dr. Springer says, “and we decided to go with Hologic. The other system was too complex, even for medical equipment, and it required huge cooling systems.” Dr. Springer found the Hologic E-Scan to be a very easy system to use.

The deciding factor in favor of the E-Scan was that the other system could not image shoulders. Patients with shoulder injuries make up thirty percent of Dr. Springer’s practice.

“The E-Scan can easily do the six important peripheral joints: shoulder, elbow, wrist, hip, knee and ankle...which is 95% percent of our patients. The E-Scan was exactly what I needed for my practice, and our patients love it. The E-Scan is an invaluable tool.”

Recapturing Lost Income

In addition to the comfort and convenience for the patients, performing MRIs on-site has been good for the practice as well. “We can now recapture income that previously was going out the door. Why should I give that away? I’d rather keep it in house,” Springer says. “It’s a better business model for our practice.”

While the practice is recapturing income from the installation of the E-Scan, Dr. Springer is first to point out that the right financing for the equipment will help determine if the system will be profitable or not. “Financing will determine if you are going to make any money,” Springer says. “Because we are leasing the equipment, our monthly outlay is lower, which means we can reach profitability easier every month.”

According to Dr. Springer, the goal for the practice is to have the E-Scan

performing 40 MRIs every week, or roughly 8 per day. Even though the Hologic system was only installed in May of 2006, with two physicians in the practice, he says, “We should be able to breakeven within a year to 18 months of installation.”

The Logistics of the City

While the midtown location of his practice makes it convenient for Dr. Springer’s patients, it does present logistical nightmares when trying to install a piece of equipment like the E-Scan into a ninth-floor medical office in midtown Manhattan. Hologic was able to install the system without a hitch.

In order to get the equipment hoisted up to its new home on the ninth floor, the rigging company had to secure permits to shut down that section of Madison Avenue for several hours. “They shut down Madison Avenue beginning at 8 am,” says Springer, “but by 1 pm, they were done and you would never have known they had been there.”

The Future of Orthopedics

“At the end of the day, yes, I am making money by having the E-Scan in-office,” Dr. Springer says, “I am recapturing income that before was going out the door.” But Dr. Springer also points out that offering his patients in-office MRIs has done more than make back lost income. Having a dedicated extremity MRI located in-office has done a lot for improving the patient-doctor relationship as well. “My patients love it,” Dr. Springer says, “They love the convenience, the fact that it saves them time by getting an image, a report, and acting on it, all in one day.”

Dr. Springer says that sophisticated patients are demanding MRIs now, and any practice that can offer this imaging technology to them in a centralized, convenient location is going to reap the benefits. “This is the future of orthopedics in New York City,” Springer says. “Other orthopedic surgeons tell me they

are jealous, and that they want an in-office MRI system, too. And I tell them, ‘I agree. You should definitely get one. Every practice in the city should have one.’”

Dr. Stuart Springer has been in private practice of orthopedic surgery for over thirty years. He specializes in sports medicine and arthroscopy and writes, lectures and teaches courses on the subject. He is board certified in orthopedic surgery and is a fellow of the American Academy of Orthopedic Surgeons and the Arthroscopy Association of North America. Dr. Springer is internationally known for repairing torn knee ligaments arthroscopically as well as correcting recurrent dislocations of shoulders and kneecaps by arthroscopic methods.

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