



## CASE STUDY

# Mobile Pet Imaging



*"It was critical to ensure high-quality images were available immediately. The Purview ViVA platform makes that possible and improved the caliber of care we provide."*

**Pedro F. Armstrong, DVM, DACVIM**  
MPI Founder and Managing Partner

## About the Client

Mobile Pet Imaging (MPI) is a new breed of veterinary diagnostic imaging provider currently operating in four counties in southeastern Florida. MPI travels to provide veterinarians onsite with advanced, high-definition computed tomography (CT), digital radiography (DR) and fluoroscopy.

MPI patients include high-value and exotic animals, from chimpanzees and marmosets to Komodo dragons and pet squirrels. They are frequently engaged by zoos and other wildlife facilities, however, MPI mostly serves small animal clinics. They are willing and able to service virtually any animal or pet in need of medical imaging.



## Advanced Mobile Veterinary Imaging

Currently, Mobile Pet Imaging operates one fully equipped mobile unit furnished with the most up-to-date veterinary imaging equipment. They travel to veterinary offices, clinics and hospitals across southeastern Florida to serve their growing number of customer imaging requests and perform the studies right inside their mobile unit. The requesting veterinarian and/or pet owner receives immediate access to the resulting medical images. A detailed report with diagnosis by a board-certified veterinary radiologist and a treatment plan for the animal patient is then provided within 24 hours.

As an entrepreneurial company providing a unique service to its customers, Mobile Pet Imaging needed to have a picture archiving and communication system (PACS) that was mobile, scalable and always available. They quickly realized that their PACS would need to be as flexible as their service offerings.



## Finding the Right Cloud PACS Solution

Mobile Pet Imaging had several main objectives when seeking a partner to supply their PACS solution. First, they wanted to streamline their service and ensure their imaging workflow could support their mobile, flexible and timely delivery of service. In addition, they wanted an MPI branded portal with a unique look and feel that would support a sophisticated online image viewer they could share with their veterinary clients. They wanted to ensure that their clinics and customers would have their own access to view the studies and images presented to them by MPI.

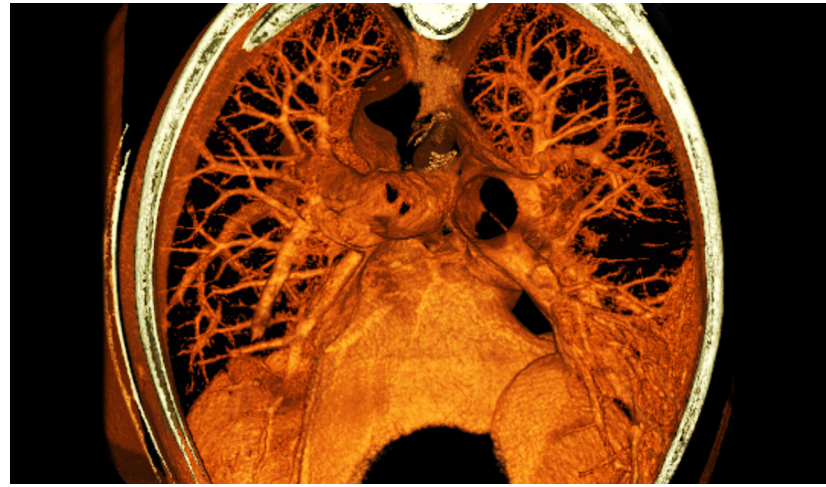
Searching for a vendor that could satisfy these requirements, they approached Purview about a partnership. Right away

they were intrigued by Purview's cloud PACS services, which would enable images to be available anywhere at any time for viewing, diagnosis and sharing between both their remote radiologists and their clients.



Because Purview was already serving other clients with mobile modalities, it could demonstrate these features and adapt them to serve Mobile Pet Imaging's unique application. Purview helped MPI review their options, architect their workflow and made it easy for MPI to decide on using Purview's cloud-based PACS solution, ViVA, for their practice.

Purview worked closely with MPI to plan, design, adapt and implement the solution — including a specially configured version of ViVA coupled with a web-based diagnostic image viewer. The whole customized implementation process took only a month from start to finish.



## How Purview ViVA Worked for MPI

Mobile Pet Imaging was determined to implement a flexible PACS solution that would always be available and could adapt to its need for mobility. In addition, MPI needed a system that was both affordable and could scale as their business grew.



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*“Sharing and downloading image files is a simple matter, as even large studies can be seamlessly forwarded to the appropriate radiologists for immediate diagnosis.”*

**Xavier Meaux, DVM**

MPI Partner and Lead Veterinarian

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In the eyes of MPI, Purview ViVA exceeded their expectations. Partner and Lead Veterinarian Xavier Meaux, DVM, shared that with Purview ViVA, “the workflow definitely improved” and has paved the way for growing their business.

By implementing a cloud-based PACS solution, Mobile Pet Imaging can now immediately upload imaging studies from its mobile van units, often using only a cell phone signal. Purview's web-based viewer offers advanced diagnostic capabilities and displays imaging studies in high quality immediately after they are acquired. Once in the cloud, the studies can be easily shared with radiologists — independent of their location — and sent on to the referring veterinarians for their review with the animal owners.

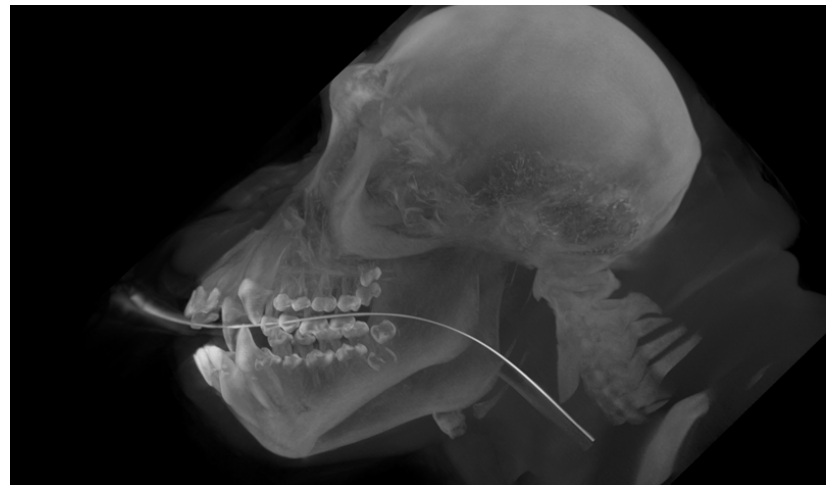


Rather than having a radiologist travel with the mobile unit, Mobile Pet Imaging is able to send studies to board-certified veterinary radiologists for review. Purview ViVA makes the process of sharing studies with the radiologists an integrated part of MPI's workflow. "Sharing and downloading image files is a simple matter, as even large studies can be seamlessly forwarded to the appropriate radiologists for immediate diagnosis," said Dr. Meaux.

## **"Using Purview Would Be an Asset to Any Company"**

After integrating Purview ViVA into their business, Mobile Pet Imaging has enjoyed many benefits and improvements in the way it delivers its solutions, including timely service for its customers, quick delivery of results, reduced expenses and a validation of their mobile, accessible business model.

MPI's reports are branded with their identity and all studies are consolidated in a central, cloud-based storage solution. The ViVA web viewer displays studies with improved quality over previous solutions, which had in the past resulted in blurry, hard-to-read images. What's more, MPI found they could simplify and cut several steps out of their image uploading workflow by leveraging Purview ViVA's efficient approach.



Mobile Pet Imaging is in the process of expanding geographically both in Florida and other states. During this process Purview will be instrumental in streamlining and consolidating access to all locations' imaging studies and reports. With ViVA's ease of use and affordability, Purview will enable each franchisee to maintain their own brand and allow them to service more clients efficiently as they grow their number of mobile units and locations.

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Mobile Pet Imaging's partners agree that choosing Purview was the right decision for their business. "Purview enables us to serve our clients more efficiently, and at the end of the day will make us a stronger team and a better business," Dr. Armstrong and Dr. Meaux agreed.

They concluded that, "Using Purview would be an asset to any company."