

# A hit in Randwick

*NINE RADIOLOGIST PARTNERS HAVE PUT THEIR EXPERTISE TO WORK  
IN LAUNCHING SPECTRUM MEDICAL IMAGING.*



*Carran Bradley, senior radiographer and radiologist Dr Jason Wenderoth*

Sticking to one's knitting has paid off for two-and-a-half-year-old venture Spectrum Medical Imaging.

Launched in December 2008 by a group of nine senior radiologists, the business has grown like topsy; its first practice opened in Liverpool NSW in December 2008, followed by Alexandria in January 2009, quickly followed by the opening of sites in Eastlakes and Casula and recently by a major state-of-the-art practice in Randwick in May this year.

Given its early flush of success Spectrum Medical Imaging seems to have met a need in Sydney for a quality medical imaging service that can be accessed on a flexible basis.

Operations Manager, Mark Mooney believes much of the rapid growth the business has enjoyed is based on a combination of factors including a demand for radiologists with specialised training, highly-trained clinical staff producing high quality imaging on state-of-the-art equipment, together with a strong focus on a positive patient experience and satisfying the referring doctors.

The partners' reputations within Prince of Wales Public and Liverpool Public Hospitals, where they continue to work, have also been pivotal. Colleagues refer a steady stream of patients for imaging in the knowledge that they will access the best available expertise and equipment.

Spectrum's major practices are located close to big metro hospitals and the partners have made sure that the smaller facilities are convenient for patients to find and have lots of parking.

The Alexandria practice was established to fill a need for patients and GPs in a rapidly developing region of Sydney and the new Randwick site is located directly opposite the Prince of Wales Hospital Campus.

The Randwick and Liverpool practices provide MRI, CT, US, x-ray and OPG services. Alexandria also offers a specialised mammography service. Casula and Eastlakes provide x-ray and US services.

Carran Bradley, a senior radiographer who manages all the radiography staff at Spectrum Medical Imaging and has been

with the business from day one, says that a lot of effort has been made to track down quality equipment and good staff.

"We've had doctors nominate us specifically because they know we do good work. Our top-of-the-line equipment has been winning us referrals and we regularly see people who have been told to come to Spectrum Medical Imaging for a second round of imaging because the first hasn't been of sufficient quality," Carran says.

The business' rapid growth has presented logistical challenges, which have been overcome with some very hard work from staff.

"When they told me in August/September of last year that the opening date for Randwick was May, I thought that they were joking," Carran says.

But, after some very busy months spent equipping and fitting out the new facility, the doors did open within that rather tight deadline.

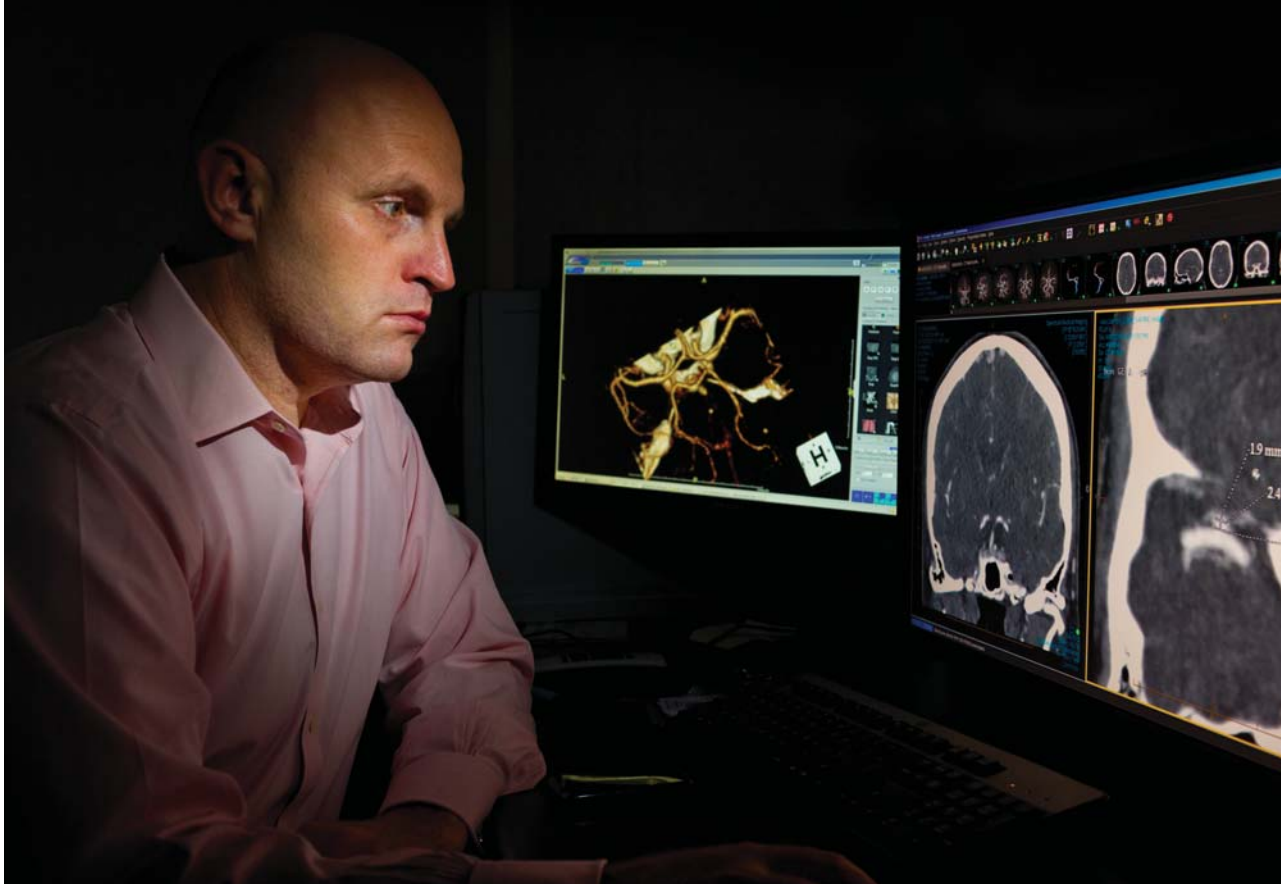
The Randwick site's major capital equipment investment includes a very smart new Carestream DRX Q-Rad Floor mounted system, which has been a hit with the Spectrum Medical Imaging staff entrusted to use it.

"Spectrum Medical Imaging is Carestream's first Quantum buyer in Australia, and we are very proud to have our products installed at Spectrum's Randwick premises. The Quantum room is further enhanced with our wireless DRX-1 detector. Should Spectrum expand further, the DRX-1's wireless capabilities will allow for flexible alternatives to meet increasing future demands," says Melissa Wood Carestream's Business Director Australia and New Zealand.

When looking at the system Carran says that she liked its compactness and flexibility.

"The machine fits neatly into the room we've installed it in, it is small but very precise. I like the fact that that it has a floating tabletop and that the detector is wireless," Carran says.

"Our radiographer Stephanie Tasker, within the two months of using it, has just about mastered all of the machine's functions.



*There is a focus on state-of-the-art imaging equipment at Spectrum Medical Imaging*

She's young so the computerised operation doesn't seem to be any sort of a challenge."


"We were really sold on the machine once we had taken some images and saw the detail we could achieve," Carran says.

As part of the purchase, staff at Randwick Spectrum Medical Imaging received two modules of training. All three radiographers on staff attended as they share tasks in the practice.

Carran says she likes to move the radiographers around Spectrum's

various locations so that they can experience different imaging modalities and situations.

"We like to ensure the radiology staff employed in the business gain a breadth of experience across mammography, CT and x-rays," she says.

If the past two-and-a-half years are anything to go by, then Spectrum Medical Imaging looks set to become the premier radiology practice in the east and south west of Sydney. 

## Quantum Q-Rad Floor Mounted system

**T**he Quantum Q-Rad Floor Mounted system is feature rich and offers full positioning functionality in a robust easy to use design.

The elevating float top table provides great flexibility as does the retractable tube and the wall stand's range of movement. This flexibility is enhanced by adding the Carestream DRX-1 digital wireless detector system, which also provides DR image quality and patient throughput improvements.

Technical specifications include:

- High frequency (120 kHz) generators with a variety of capacities eg 50, 65 and 80 kW
- 300 kHU (or greater) x-ray tube heat capacity, with high speed starter
- Operator console: 18.5" wide screen colour touch screen monitor, anatomical programmed radiography, web based remote service support, built in self diagnostics
- Oscillating grid
- Flexible design to allow installation into a variety of room shapes and sizes



- Tube stand rotates for cross table views
- Counterbalanced wall stand
- Various accessories to assist with positioning and patient comfort