

ABOUT

Associates for Women's Medicine, PLLC, (AWM) located in Syracuse, New York is one of the largest OB/GYN private practices in the city with multiple locations. We have provided generations of compassionate care to the women of Central New York for over 3 decades.



CHALLENGE

AWM has provided on site OB/GYN Ultrasound and DEXA scans within the practice walls. Mammography had historically been offered in the founding practices of the group but was discontinued at some point due to state regulations and liability concerns over 20 years ago. The physician-owners were increasingly interested over the last few years as the group expanded to bring this service back to fulfill our mission to provide comprehensive women's care at all ages and stages.

SOLUTION

After due diligence on options to accomplish opening a breast imaging center, the physician owners at AWM chose to partner with Onsite Women's Health, the leading provider of 3D mammography services embedded within innovative OB/GYN and Primary Care practices nationwide. Onsite provides the technology, personnel (radiologic technologists and administrative assistants), maintenance, and certifications; It is all a part of their service.

The decision to go with Onsite was driven by multiple factors, including Onsite's expertise in credentialing and focus on keeping their technology updated—both of which can be challenging for practices to do themselves.

The AWM board made up of our COO, CFO and Physician owners appreciated that Onsite delivers best in class project management, installation, and operational services, allowing the practice's staff to remain focused on the delivery of quality patient care.



RESULTS

The Board felt Onsite did a tremendous job managing the implementation and the sometimes-lengthy process of patient scheduling. Even for established practices, it can take a lot of time to get large patient rosters added—up to a year in some cases. Having a second mammography location helped Associates for Women's Medicine get patients scheduled sooner.

AWM Vice President Suchitra Kavety, MD mentioned a few things the group appreciated about the Onsite team including:

- + The hiring and management of excellent technologists /mammogram team was seamless
- + Onsite help and attention to detail in implementing the start up/go live dates
- + Onsite maintains multiple touchpoints with the practice's patients.
- + Onsite radiologists read all images from an offsite location.
- + Access to the latest in 3D mammography technology and the use of Sophia equipment for SBUS.
- + AI-enabled density assessment capability allowed us to add at least 3 SBUS a day.

Since partnering with Onsite, Associates for Women's Medicine has seen an increase in capture rates from 30 – 40% to 70%.

"My patients have had wonderful things to say about their mammogram experience at our suite that Onsite helped us create. They love the 'one stop shopping' from having their mammogram and then seeing me for their exam in the same place. Patients love the privacy aspect. The mammography suite is set up in a separate office that was designed to be cozy with a fireplace on the wall and little touches like a gown warmer to make patients more comfortable. Patients also appreciate how quickly they are 'in and out' and that they don't have to navigate the larger, more sterile environments of traditional medical facilities where mammograms are typically provided. They are comfortable and calm throughout the experience and this has led to better compliance".

SUCHITRA KAVETY, MD, Associates for Women's Medicine, PLLC