



ABOUT

Founded in 2010 by Dr. Jennifer Orr, GirlTalk & Gynecology in Morehead City, North Carolina, provides women of all ages with personalized, compassionate care. The success of this practice is evident in that they see nearly 12,000 patients annually.

CHALLENGE

As a women's health provider Dr. Orr knew the value of providing onsite mammography. However, the barriers of getting the service set up were challenging. Besides being expensive and requiring a great deal of regulatory and administrative understanding, the sheer logistics were daunting. They just couldn't justify it—until they found Onsite Women's Health.

SOLUTION

Dr. Orr chose to partner with Onsite, the preeminent developer and operator of 3D mammography services within the OB/GYN and primary care profession. Onsite provides an end-to-end solution that requires no capital investment or staffing expenses from the practice. An Onsite implementation team takes care of project management, installation, and operational services, allowing providers and staff to remain focused on the delivery of quality patient care that includes state-of-the-art tomosynthesis.



RESULTS

Onsite Women's Health enabled Dr. Orr to offer a full realm of women's health services. Prior to implementation, Onsite performed in-depth analysis of what the practice would need and then customized the service to fit those needs. Despite the Covid pandemic, Onsite fast-tracked implementation so that breast health services were available as soon as it was safe to do so.

Dr. Orr was impressed with how thorough Onsite was in its evaluation and set up of the mammography suite. They even sent an implementation team to evaluate the space and discuss all the options for layout. Onsite also worked closely with Practice Manager Kim Sparks to work through the process of establishing requirements and preparing the space for the equipment installation.

"Tracie and Laurie at Onsite were phenomenal in helping identify and recruit the mammographer and to make the service function within our workflow, which was really important to us," says Sparks. Onsite set up a Zoom call with the candidate, who had impressive credentials. "We could not have found a more perfect fit for our practice philosophy and all of our requirements."

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RESULTS

Because of COVID, there was a backlog of patients who had put off their mammograms. The Onsite team worked with Dr. Orr and Sparks on promotional materials and a social media strategy to launch the new service. "They did anything and everything to make certain that patients were aware that we would soon be offering mammography on site."

Dr. Orr and Sparks were also appreciative of Onsite helping the practice gain access to prior radiology reports, which is an essential part of monitoring and managing breast health. "They created an easy pathway for that to happen," says Sparks. "Their team helped us quickly gain access to priors which allowed our practice staff to care for our patients and tend to day-to-day responsibilities."

Sparks says that having a mammography service "onsite" helps increase compliance and reduce delays in care. Many times, referrals to outside mammography

centers can take months. "Patients go home with an appointment card, put it on the kitchen counter and forget about it," says Sparks. Now, patients are able to get their mammography as part of their regularly scheduled checkup.

Dr. Orr and Sparks also appreciate the way Onsite makes themselves available on an ongoing basis. "They have periodic reviews and always touch base to make sure nothing is falling through the cracks," says Sparks. GirlTalk is currently exploring adding Onsite ultrasound to their suite of services.



Mammography screening compliance has increased to more than 90% since partnering with Onsite.

"It's been a very positive experience from a provider-patient standpoint. We're able to deliver the full package of women's healthcare that we've always wanted to and deliver it in an excellent way."

KIM SPARKS,
Practice Manager, GirlTalk & Gynecology

Working with Onsite Women's Health to provide in office breast imaging has been the single greatest addition of services to our practice. Patients have overwhelmingly embraced the ability to have their mammogram performed at the time of their yearly appointment and as a result we have seen compliance rates skyrocket.

Patients really appreciate not having to take additional time off work to have routine testing performed. And our radiologist and mammographer are truly exceptional individuals. We could not have custom ordered a more seamless transition!

DR. JENNIFER ORR, Founder, GirlTalk & Gynecology

**Convenience Drives Compliance
and Compliance Saves Lives.**