

Scoping Out a Solution: IASIS Health

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Over 55 million procedures were performed with GI endoscopic devices in the United States in the year 2009 alone¹. For gastrointestinal labs at hospitals across the nation that translates into major wear and tear on important equipment that needs to be reliable for critical procedures. Eventually, every healthcare facility with a busy GI department will face the challenge of replacing aging endoscopes. But the right solution isn't always the obvious or traditional one. Sometimes scoping out a new alternative makes good sense.

IASIS Healthcare owns and operates 16 acute care hospitals, one behavioral health hospital and multiple other facilities throughout the U.S. For several years, IASIS's network of facilities relied on a single vendor for its flexible endoscopic fleet. According to Dave Gilfillan, vice president, Supply Chain at IASIS, physicians were satisfied with the equipment and their contracted vendor—until an opportunity to save money and benefit from the latest technology presented itself. "At one of our facilities, clinicians were over-utilizing the newest scopes from our contracted vendor, but underutilizing their

older models and wanted to replace those," said Gilfillan. The obvious solution would have been to go with the known entity—the contracted vendor—and simply upgrade the older models to the newer scopes.

But Gilfillan saw another possible solution. "Fujifilm had just launched its 600 Series endoscopes and offered us a chance to test them out along with a deal to replace all our existing scopes for an excellent price." Gilfillan was well aware that quality, service and cost were key concerns for IASIS physicians.

"Fujifilm was an unknown to us, so they had an uphill road. Cost-savings had to be there, but also quality because our physicians were not going to stand for an inferior product," said Gilfillan. "And just in case there were issues after the sale, we wanted to know that the service and support were there."

Fujifilm was well prepared to deliver on all fronts and IASIS allowed the manufacturer an opportunity to prove clinical acceptance of its technology. After a brief trial with Fujifilm's 600 Series, IASIS clinicians quickly got on board. "Once the doctors got the scopes in

¹iData Research's U.S. Market for Gastrointestinal Endoscopic Devices. Retrieved from <https://www.idataresearch.com/product/us-market-for-gastrointestinal-endoscopic-devices-2010-medsuite/>

their hands and were able to determine that Fujifilm's quality equaled that of the scopes they were accustomed to, the transition was very successful," said Gilfillan.

Fujifilm's 600 Series endoscopes are equipped with the latest megapixel CMOS image sensor technology, which provides unparalleled imaging clarity and the ability for close focus observation complemented by a lightweight design and easy maneuverability.

With the physicians enthusiastic about the possible purchase, Gilfillan now needed financial approval. "The pricing structure was so competitive that I was able to get buy in from administration even though Fujifilm was not one of our existing vendors," said Gilfillan. Rather than just replacing the underutilized competitive scopes, Fujifilm's package included "swapping out all of the facility's old scopes for brand new ones," said Gilfillan.

Ultimately, by converting to Fujifilm, IASIS physicians not only got an affordable price tag, but the very latest technology to help them meet their clinical challenges and improve patient outcomes.

Seamless Transition, Phasing In Additional Facilities

At IASIS Healthcare, each individual facility makes capital requests as their needs arise. But the pressures of healthcare reform brought with it tighter budgets and the need to carefully consider where precious resources are invested. After the initial facility made a smooth, seamless transition to Fujifilm endoscopes, Gilfillan became a champion. He recognized that Fujifilm could

be a value provider from both a clinical and economic standpoint.

"As capital requests or a new fiscal year came up, I'd look to see who was seeking to replace scopes and I'd reach out to the department heads which include GI and pulmonary to see if those facilities were interested in doing a trial with Fujifilm scopes."

Often, a facility was seeking to equip just a single room rather than doing a wholesale change out of scopes. Fujifilm built a trusting relationship with each facility and worked with each one to customize a solution for its particular needs—no matter how large or small. Slowly but surely, several IASIS facilities tested out the Fujifilm endoscopes and opted to stick with them. In fact, "all of the facilities that tried it—gave it a trial run—converted," said Gilfillan.

Over a span of four years, seven out of sixteen IASIS facilities converted their entire GI labs to Fujifilm endoscopy solutions—saving IASIS Health \$1.5 million in equipment acquisition costs.

These facilities—across several states—include: Mountain Vista MC, Tempe St. Luke's, Jordan Valley MC, Mountain Point MC, St. Joseph Medical Center, The Medical Center of Southeast Texas, and North Vista Hospital (no longer part of IASIS Health).

So what advice does Gilfillan have to offer other integrated delivery networks seeking to replace their endoscopy fleet? "Don't be afraid to look and see what's out there. Don't be afraid to deviate from the vendor you know," said Gilfillan. ■