

# SYNAPSE<sup>®</sup> ENTERPRISE INFORMATION SYSTEMS

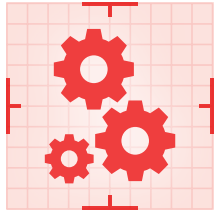
Helping you transform patient care.

Engage patients. Empower referring physicians. Boost your bottom line.



**SYNAPSE<sup>®</sup>**  
Enterprise Imaging

**FUJIFILM**  
Value from Innovation



# SIX CHALLENGES. ONE SOLUTION.

Today, healthcare organizations face common challenge areas that can impede their ability to operate efficiently and improve care outcomes.

*Click on the challenges below to learn more.*

1

## PROCESSES →

Managing increasing data volumes and sources to avoid delays in patient care.

2

## PATIENT ENGAGEMENT →

Creating transparency of pre-appointment requirements and post-appointment results to improve patient engagement and satisfaction.

3

## CARE COORDINATION →

Uniting disparate technologies that impede collaboration between care teams and facilities.

4

## BUSINESS OPERATIONS →

Aligning management features and financial tools to expose key insights that drive operational success.

5

## INTEROPERABILITY →

Breaking down barriers that prevent information sharing and obstruct providers' view of the full patient picture.

6

## SCALABILITY AND SECURITY →

Overcoming physical hardware and virtual environment shortcomings that affect system speed and performance and put sensitive patient data at risk.

**Synapse® Enterprise Information Systems (EIS)**—part of Fujifilm's innovative, AI-enabled Synapse® Enterprise Imaging portfolio—is a comprehensive workflow management solution that can help your organization solve these challenges, support efficiency throughout the entire patient experience, and enhance care across all departments and facilities.



1

# STREAMLINE PROCESSES FOR ENHANCED OPERATIONAL EFFICIENCY

Centralize patient data and automate processes, saving valuable time and resources. Empower your staff to focus on providing modern, meaningful patient experiences.

## **Unified data storage.**

Synapse® EIS takes data captured from various devices in multiple formats and compiles it into one system, saving time and avoiding duplicate entry. Information is displayed throughout the system and within integrated modules and third-party solutions, minimizing redundancy and user error.

## **Streamlined scheduling.**

Easily identify the first available appointment across network locations and auto-populate exam information for simplified rescheduling with advanced business logic. Alerts notify and suggest a merge when registering duplicate patient information.

## **Enhanced patient collection workflows.**

Eliminate complex manual processes and promote patient-centric care with the automation of insurance eligibility, benefits, estimates, and authorization verification.

## **Customized digital forms.**

Accelerate data collection with global, modality-specific, or exam-specific digital forms and e-signatures. Data may be shared with reporting systems via HL7 to reduce information errors and redundancy.







# BOOST PATIENT ENGAGEMENT AND SATISFACTION

Transform the entire care experience from scheduling to follow-up with intuitive tools that enable patient self-service and improve communication between patients and providers.

## **Proactive appointment scheduling.**

The advanced business logic of Synapse® EIS facilitates patient appointment requests and self-scheduling. Automated follow-up screening questions ensure necessary and accurate data is obtained prior to each appointment.

## **Pre-service tools for patients.**

Allow patients to digitally confirm or cancel upcoming appointments, review preparation requirements, complete necessary forms, and check in prior to arrival. If an appointment is canceled, a *Follow-up for Rescheduling* task is instantly added to staff worklists.

## **Upfront cost transparency.**

Improve patient communications with the EIS Patient Portal, which displays cost estimates of services.

## **Access to imaging results.**

Enable 24/7 patient access to clinical images and interpretations via the patient portal. Automated notifications are sent when results are available.

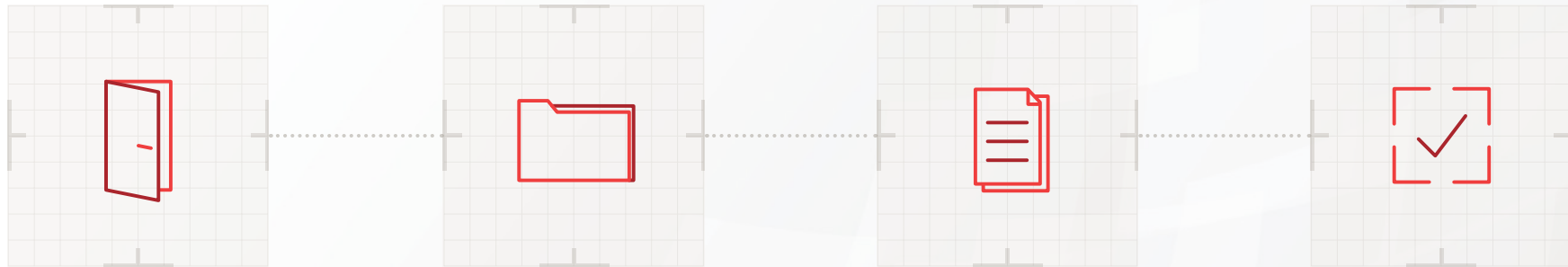
## **Two-way communication.**

Enhance patient-provider communication and relations with automated appointment reminders, notifications of available results, and customized messages for different exam statuses.



# COLLABORATE WITH REFERRING PHYSICIANS FOR IMPROVED CARE COORDINATION

Work closely and securely with referring physicians to ensure collaborative and accelerated patient care.



## **Robust referral portal.**

Synapse® EIS provides referrers with 24/7 secure remote web access and real-time dashboard notifications on outstanding order requests, patient no-shows and cancellations, and finalized results ready for review.

## **Unified patient record access.**

Support the coordinated and efficient delivery of holistic care with real-time access to patient records, clinical and imaging results, and easily exchange messaging via the imaging center.

## **Simplified order entry.**

Streamline message and document sharing with referrers. Customized business logic offers guided scheduling and automates pre-service screening questions and form requirements.

## **Compliance adherence.**

Help ensure regulatory compliance with the integration of certified clinical decision support tools.

# OPTIMIZE BUSINESS OPERATIONS FOR MEASURABLE SUCCESS

Unlock growth opportunities with data analytics and intuitive workflow management solutions.

## **Streamlined insurance processes.**

Synapse® EIS helps reduce information errors and claims denials with automated exchanges regarding patient eligibility, care service benefits, and authorizations. Accurate cost estimates also diminish refunds to the patient.

## **Customized practice management.**

Real-time monitoring and work management based on charge/payment entry, adjustments, refunds, claims submission, and unbilled claims via Synapse® Financials.

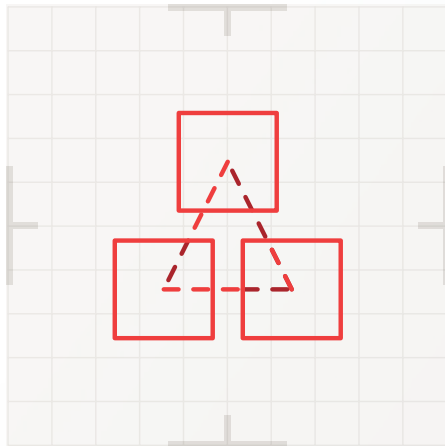
## **Actionable analytics.**

Quickly and accurately identify business trends. Track performance and profitability across facilities with data-driven key performance indicators delivered via the dashboard.



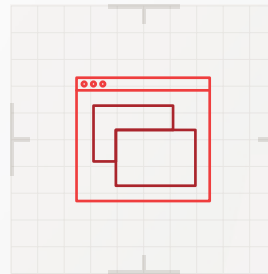
# UNITE SILOED SYSTEMS TO ACHIEVE TRUE INTEROPERABILITY

Empower seamless and secure information sharing across your enterprise to help improve business operations.



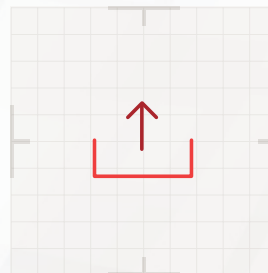
## Integrated solutions.

Synapse® EIS supports HL7 standards; enables reliable, secure data sharing with EMR, HIS, CPOE, and practice-management software vendors; and provides patient and provider context for auto-consumption.



## RESTful and SOAP web services.

Achieve uninterrupted communications across technologies, departments, and teams through integrations with leading web service offerings.



## Direct registry submission.

Enable automated information submission to public agencies for surveillance or reporting.



# INCREASE SCALABILITY AND STRENGTHEN SECURITY

Protect sensitive patient data, promote compliance, and get the IT capabilities you need, when you need them.

## **Native web-based architecture.**

The innovative IT design of Synapse® EIS makes deployment easy and economical, regardless of your organization's size or location.

## **Flexible scalability.**

Synapse® EIS has the versatility to run on Synapse® Cloud Services infrastructure or your own dedicated hardware or virtualized environment, allowing for scalable deployments without sacrificing speed or performance.

## **Secure by design.**

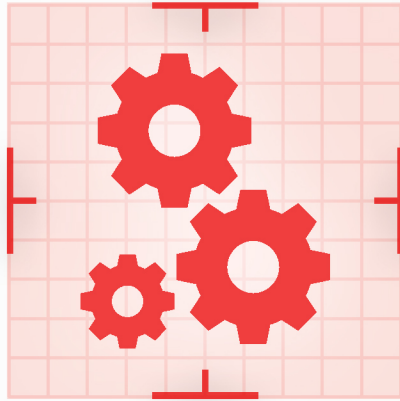
Encryption at rest, no local workstation storage, and HIPAA logging and traceability at all access points keep data safe and protected from unwanted access.



## **SYNAPSE® CLOUD SERVICES FOR IMAGING INFORMATICS IS YOUR TRUSTED PARTNER.**

Clinical information is hosted in secure data centers, managed by a dedicated team of IT and Fujifilm-certified professionals, and protected from unexpected events.





## SUPPORT EVERY ASPECT OF THE PATIENT VISIT

**Synapse® EIS** provides healthcare organizations with one of the most comprehensive workflow management solutions on the market. The system can extend beyond radiology to better engage patients, improve care quality, and increase clinical accuracy, all while reducing care costs.

Every product in Fujifilm's Synapse® Enterprise Imaging portfolio was expertly crafted to empower real-time collaboration and help your organization make smarter care decisions faster by creating a complete picture of each patient's health.

Radiology PACS | Cardiology PACS | 3D VNA | Enterprise Viewer | Cloud Services Information Systems | Artificial Intelligence

**In 1936, we launched our healthcare business with x-ray film, and we haven't stopped innovating since.**

For more than 80 years, we've continued to transform ourselves so we can help healthcare organizations like yours make the world a healthier place. As the industry advances, we'll continue adapting—finding new ways to apply our unique technologies to solve preeminent healthcare challenges.

We'll never stop iterating and developing digital solutions that progress radiography, endoscopy, ultrasound systems, healthcare IT, pharmaceuticals, and regenerative medicine—and the Synapse® Enterprise Imaging portfolio represents this commitment to continuous innovation.

For more information, visit

[BrownsMedicalImaging.com](https://www.BrownsMedicalImaging.com)

**SYNAPSE®**  
Enterprise Imaging

**BROWN'S MEDICAL IMAGING**  
AN ISO 13485 CERTIFIED COMPANY