

Increasing Complexity of Medical Imaging Workflow Drives Growth at Laurel Bridge Software

Health systems need to rapidly gain control over their complex imaging IT ecosystems.

Newark, DE, January 8, 2016 (PR Newswire) - Laurel Bridge Software, a provider of enterprise medical imaging workflow solutions, has experienced dramatic growth during 2015 as a result of powerful [trends](#) in healthcare that are reshaping the scope and goals of many healthcare provider's enterprise imaging strategies.

Dramatic [consolidation](#) among healthcare providers is creating larger, more complex healthcare systems with many urgent needs: improving interoperability among their heterogeneous clinical IT systems; reducing costs; improving staff efficiency; and ensuring the organization delivers improved patient care. These organizations are also typically frontrunners in the effort to develop an enterprise imaging strategy, which improves access to, and sharing of, medical imaging information beyond traditional organizational boundaries. Achieving these goals requires a strategic, cross-functional approach to automating enterprise imaging workflow mechanisms.

"We are seeing an increasing number of large health systems looking to solve numerous complex, interrelated image sharing and distribution problems that have resulted from a recent merger or acquisition," reports Mark Blair, President at Laurel Bridge Software. "These organizations, often led by cross-functional IT teams, want easily implemented, proven IT [solutions](#) that provide flexibility and control over clinical imaging workflow challenges that typically span non-radiology clinical departments and multiple facilities. This is a dramatic shift from the radiology-centric workflow requirements of the past."

These trends have resulted in over 30 unique healthcare provider organizations choosing to solve their imaging workflow challenges with Laurel Bridge Software in 2015. In addition, an increasing number of healthcare [companies](#) are distributing or utilizing solutions from Laurel Bridge Software to address their interoperability and customer needs.

About Laurel Bridge Software

Complex, mission-critical imaging workflows can strain an organization's IT capabilities, particularly when multiple business entities and their disparate clinical imaging systems must be unified. Laurel Bridge Software provides enterprise imaging workflow solutions that reliably ensure new and historical DICOM imaging studies are available to the clinical staff, at the point of care. Our imaging workflow solutions have been implemented at thousands of healthcare facilities, teleradiology service providers, and radiology group practices in 35 countries, across 4 continents, both directly and through integration partners. Learn more at www.laurelbridge.com.

CONTACT INFORMATION:

Greg Muller
Director, Business Development
Laurel Bridge Software
greg.muller@LaurelBridge.com

###