

# Charting the course to cost-effective biomedical service.

## Clinical Asset Management Assessment.

*Signs indicate that in-house biomedical service is less than optimal. Clinicians express concerns about service response times. Costs seem to be running high. Compliance reporting is cumbersome. What about the device inventory? Is it accurate? There is a need to improve – but how exactly? What will it take to build the best service strategy?*

A Clinical Asset Management Assessment (CAMA) provided by GE Healthcare helped the 99-bed Grady Memorial Hospital improve its biomedical service quality and reduce service costs by 25 percent.

A CAMA provides an unbiased analysis of a hospital's service program and compares it against industry benchmarks and best practices. The comprehensive process includes interviews with senior leaders and close reviews of cost structure, capital planning, service team skill and responsiveness, and quality.

The CAMA for Grady Memorial Hospital, Chickasha, OK, recommended a series of strategic actions to optimize asset management. These included rightsizing the device inventory, increasing staff productivity to meet benchmarks for peer-group hospitals, and aligning asset service costs into a single cost center to increase visibility and provide details on service spending.

The assessment also recommended fully reconciling the asset inventory and developing strategies to keep that inventory accurate. In addition, it called for using a complete equipment database to drive asset decision-making and develop a strategic three- to five-year plan to support purchases of the right amounts of equipment at the optimum times in device life cycles.

John Crump, vice president of marketing and institutional services, used the CAMA report to win approval from the board of directors on a five-year outsourcing contract with GE Healthcare for biomedical service.

*"We have been exceptionally pleased with the conversion to GE Biomedical Services. From the study and groundwork to the on-site transition to the tech on site, the project has exceeded all expectations. Reduced costs, better service and quality reporting add up to a very positive experience for the hospital and staff."*

The outsourcing arrangement has reduced annual biomedical service costs from an estimated \$225,000 to \$170,000 – or 25 percent.

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**John Crump**  
**Vice President of Marketing and Institutional Services**  
**Grady Memorial Hospital**  
**Chickasha, OK**

*Perform at the  
Next Level through  
Asset Optimization.*



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