



INTERNATIONAL TELECOMMUNICATION UNION

TELECOMMUNICATION DEVELOPMENT BUREAU

**SECOND WORLD TELEMEDICINE SYMPOSIUM
FOR DEVELOPING COUNTRIES**

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*Secretaría de Comunicaciones
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SOURCE: COLOMBIA - BERNARDO TAVERA CASTILLO, VISION TECHNOLOGY GROUP S.A.

TITLE: DISPERSE READING - MODEL WITH WORLDWIDE APPLICATION FOR A TELERADIOLOGY SERVICES NETWORK

SUMMARY OF CONTRIBUTION:

Since 1995, the Colombian company Vision Technology Group S.A. has been developing and applying a business model focusing on the use of telemedicine as a working tool in the health sector, aimed at developing countries. Under the company's strategic plan it was decided to concentrate, as a first stage, on one of the most demanding applications of telemedicine, i.e. teleradiology. This decision meant focusing on a field of specialization which imposes high technical demands (size of files, resolution, transmission rates, etc.) while at the same time covering basic needs (general radiology, scanning and magnetic resonance), in such a way as to be really able to obtain social, economic, satisfaction and utilization indicators.

Evaluating the specific needs of countries such as Colombia with regard to coverage in the health sector, economic capacity and hospital and communications infrastructure, Vision Technology Group S.A. designed a model known as Disperse Reading, which makes it possible to maximize the use of advanced technology at a cost that our countries can afford and to solve problems such as the excessive concentration of specialists (radiologists) in urban areas, adapt advanced technological methods to existing hospital infrastructure and equipment, so that one can speak of a complementary technology, and then develop commercial schemes which will enable institutions to concentrate 100% of their scarce resources on the advantages of the services without any need for major investment in equipment, which in most cases will be underused by expensive technical support services or will require the recruitment of staff with levels of education hard to find in rural areas or very expensive for such a milieu.

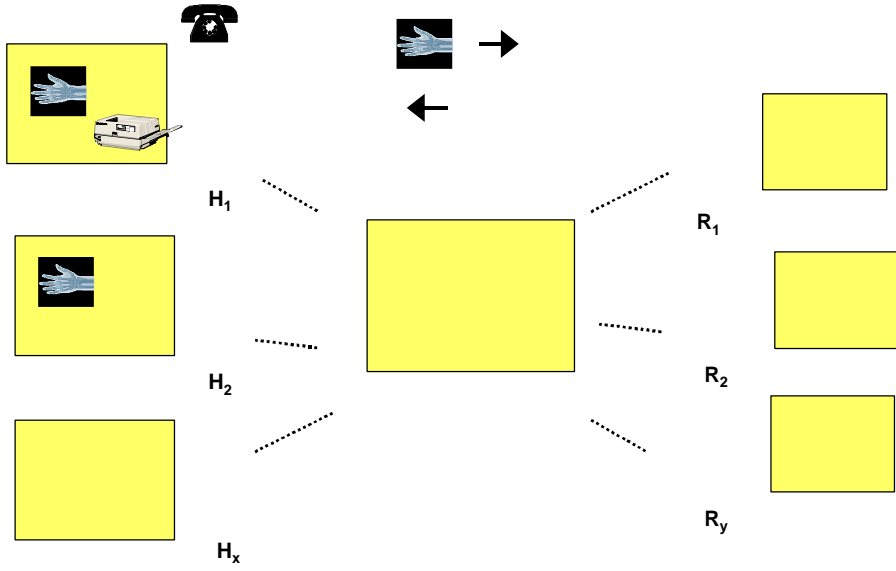
The model Disperse Reading, which we wish to bring to the notice of this distinguished forum, offers a practical experience which is easily replicable in and suitable for developing countries, with striking results over the past couple of years, such as more than 250 000 studies interpreted with this model, 25 radiologists connected to the network and 22 hospitals connected throughout the country. This model operates entirely with standard telephone lines, with the possibility of integrating ISDN, fibre optics and even satellite channels whenever the cost-benefit ratio permits.

For our users the adoption of this solution has enabled them to avoid purchasing expensive technology while at the same time taking advantage of its possibilities. They have not had to recruit specialist staff, and they have made specific and demonstrable savings of up to 47%. Use of this

model has enabled our clients to maximize the scarce resource of radiologists they engage, reorganizing the way they now allocate their very limited time to procedures which used to require the specialist's presence and to be scheduled months in advance, thus generating the advantages of a better and more timely service.



"DISPERSE READING"



“CENTRAL READING”

