

## CASE STUDY

# Inside Information Radiology



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**Dr. Kurt Selberg, MS, DVM, DACVR**  
Inside Information Radiology

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If you're involved in the equine veterinary community, there is a good chance you've heard of Inside Information Radiology. Known for their expert teleradiology services, this practice shares their diagnostic imaging expertise with clients throughout the United States and Europe.

This Colorado-based practice, established in 2010 by Dr. Kurt Selberg and Dr. Myra Barrett, primarily provides second opinion reads for equine cases; but they will occasionally do primary reads and other vet imaging, as well. The team, which now has five teleradiologists



spread across the United States, works with more than 200 referring veterinarians around the world. Their practice required an efficient way to receive cases and share reports electronically from any location, at any time. Purview's software, coupled with responsive customer support, helps keep their practice running smoothly.

Initially, Selberg personally handled the practice's technology using an Osirix DICOM viewer and homegrown PACS. He soon realized he was spending too much of his time helping his clients troubleshoot technical issues, such as image delivery failure. Most of the time the issues were simple user errors, but the time he spent correcting them added up significantly. "I found myself being an IT specialist, rather than a radiologist," Selberg said. Ready for a change, he began searching online for a solution and came across Purview.

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As a high volume teleradiology practice, Inside Information Radiology had specific requirements. For example, Selberg and Barrett needed the ability to efficiently receive and view studies and send reports to their many referring veterinarians around the world. After Selberg's experience as the sole IT technician, they wanted a solution that also included reliable technical support. Purview, they found, provided

software that enabled remote accessibility along with a responsive and personable customer support team.

With Purview's cloud-based platform, the Inside Information Radiology team and their clients now have immediate access to shared studies and reports no matter where or when they need it. This is especially important for Selberg and Barrett as they both travel frequently to speak



at conferences and teach equine diagnostic imaging at Colorado State University, in addition to running their practice. Having flexibility to view, read and report on studies at any time and on any device makes juggling these responsibilities more manageable.

The initial transition over to Purview's technology proved fairly simple and easy. Selberg successfully converted more than two terabytes (2 TB) worth of images onto Purview's servers so he and Barrett could

continue accessing that data if and when they needed to. From then on, the Purview support team took over all back-up and server issues without distracting Selberg, freeing him to do more reads and continue building and growing the practice. "I felt comfortable turning everything over to Purview," Selberg said. "And making that switch was one of the best decisions I've made."

Now, Purview's support team handles each implementation and follow up technical support for Inside Information Radiology's clients, enabling Selberg and Barrett to focus their energy and attention completely on their work as radiologists. The Purview team provides each new referring physician with account credentials and helps them set up their modality for sending studies to the Purview cloud, where the Inside Information Radiology team can access them.

Once their account is set up, the referring physician can easily share studies with Inside Information Radiology electronically. They can also add study notes to provide more specifics about the case. An email alert

system notifies the Inside Information Radiology team when study notes are added to a case so they can review them immediately.

Upon reviewing the case and study notes, the Inside Information Radiology team uses Purview's reporting feature to produce and send reports directly to the referring physician. Once completed, the referring physician receives an email with the report attached so they can quickly view the results right in their inbox, a feature Selberg says his clients appreciate. For these busy veterinarians, having quick and easy access to case updates is essential.

After using Purview's system for some time, Selberg and Barrett found that it not only improved the technical side of things, but also enhanced other business functions for their practice as well. According to Selberg, using Purview's reporting function, for example, has been a great improvement for his practice in terms of functionality and professionalism. "Having a very organized, easy to read report is important to us and our clients," he said. As a teleradiologist working with both larger practices and universities in addition to many smaller practices, the flexibility of this reporting feature is extremely helpful in allowing each report to be personalized with the organization's logo and preferred layouts.

"Aesthetics are a big deal for a lot of people," Selberg said. "A good first impression means professionalism." With Purview's simple, easy to use template personalized with the practice's logo, creating and sending reports that look professional takes minimal effort and makes a big impact. When you're a teleradiologist, you don't have the in-person interaction or the office experience to make a first impression. Your reports act as that first, tangible impression.

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Selberg echoed this when he described his marketing approach, which he said is minimal since his specialty involves such a tightly-networked community. “The reports themselves are part of our marketing,” he said. He described how his practice’s reports are often the first touch point for their practice. Because the equine veterinarian community is well-connected and the digital reports can be shared easily, Inside Information Radiology’s reports reach people all over the world. “It makes it simple for people to see what we’re capable of,” said Selberg.

Their reports improved even more when Purview added an easy-to-use, drag and drop key-image function in the reporting template. Including key images with reports improves communication between the reading radiologist and the referring veterinarian or patient.

It provides a visual to complement the written description, helping the recipient gain a better, clearer understanding of the diagnosis.



For a teleradiology practice with clients all over the world, communicating electronically is critical. With Purview, Inside Information Radiology can quickly and easily send a finished report to the referring veterinarian who can then forward it on to their clients as needed. Having the report available in their inbox makes the workflow that much more efficient as the referring veterinarians can view it immediately without even having to log in to Purview, Selberg said.

As a veterinarian, it’s common practice to provide a copy of the study images in addition to the reports. “In many respects (veterinarians) are ahead of human health in terms of distribution,” he said. Using Purview’s cloud, he’s able to email an access link to the studies, in addition to the reports, so the referring veterinarian can view or share the images as needed. This is much simpler and less expensive than the often utilized method of burning and mailing CDs or USB drives for human medical images.



Part of this wide distribution results from an increasing demand from the client side. "Clients are getting more and more savvy and want to have their images," Selberg said. They may want to have a copy for their personal records, to pass on to a specialist, or to get another opinion. As trends in consumer demands for transparency continue to grow, Selberg said he expects more human patients will demand copies of their images, too.

For those who are slower to adopt cloud-based systems and keep much of their data on their home-based computer, Selberg tries to sway them. "If they lose that computer, they've lost everything, right?" he said. "They haven't really thought of that too much and they think cloud storage is a little expensive." With Purview's rates, for example, one or two dollars per study for storage is quite affordable considering the potential loss one could face if their on-site PACS crashes.

By offloading the technological burden to Purview, Inside Information Radiology continues to grow and expand each year. With technical issues handled by Purview's support team, Selberg, Barrett and their team have more time to provide radiology reads, contribute to the academic field and continue growing their practice. Not to mention, the professional looking, easy to use reporting system enhances their reputation as a highly professional team of radiology experts.

**To learn more about Purview's imaging solutions,  
please visit our website:**

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