Hospital Strengthens Position through Selection of Advanced Cancer Treatment Technology with MD Buyline Analyst Insight

In an effort to position itself as the region's premier source for Oncology, a 370-bed community hospital in the Midwest planned to expand its Oncology Center. Adding a new linear accelerator would be a strategic move to attract physicians and enable the hospital to provide the most advanced cancer therapies.

Choosing the Optimal Linear Accelerator:
As the Supply Chain Director began to review linear accelerator vendor options, he discovered that the head of Oncology had already committed to the Elekta Synergy model. The Supply Chain Director was not convinced that the Synergy was the best fit for the hospital and the community's growing needs. The hospital engaged MD Buyline to learn more about the Elekta Synergy technology as well as compare it to other models and vendors.

MD Buyline ensures that hospitals and health systems optimize the clinical and financial impact of their medical technology decisions. Leveraging the industry's deepest expertise, most advanced analytics and custom research, MD Buyline provide its 3,300+ members with the insight and implementation support they need to ensure success.

Unmatched Industry Expertise:
“We began the analysis by first reviewing the hospital’s patient mix and projected growth,” said MD Buyline Analyst Rachael Bennett, “this provided the demand basis to compare linear accelerator vendors and models.”

Given the physician’s preference for Elekta, MD Buyline compared the Elekta Synergy to Elekta's newer Infinity model.

Challenge:
Select a linear accelerator to match the hospital’s growing needs

Solution:
MD Buyline expert analyst insight and product-specific advice

Impact:
Hospital will drive almost $7 million in additional profits while improving patient outcomes
On paper, the two models were priced comparably and it appeared that the Synergy would cost $200,000 less over the lifecycle of the accelerator. However, the analyst’s knowledge of the technology and the industry told a different story. The Synergy was a previous generation platform. It would not be able to handle the hospital’s projected growth, nor the variety of procedures expected in a leading regional Oncology Center.

“We always recommend that members consider the clinical benefits and the true cost of the technology,” said Ms. Bennett. “The Infinity is pre-equipped with Volumetric Modulated Arc Therapy (VMAT), providing more precise delivery of radiation. This shortens treatment times, lowers the dose to healthy surrounding tissue, and enables a broader range of cancer treatments. Patients benefit from faster recovery and fewer side effects.” The newer Infinity model also had faster throughput.

Although the Synergy platform could be upgraded to include VMAT for an additional cost, MD Buyline recommended investing in the newer Infinity technology platform. Staying with the older Synergy platform could limit the hospital’s ability to upgrade as future enhancements are developed. “The comparative analysis showed that the Infinity platform would deliver almost $7 million in additional profit,” said Ms. Bennett.

**Comparative Analysis of Linear Accelerators**

**Infinity Profit Tree**
- $22.9 million operating profit
- $28.7 million revenue
- $5.8 million cost
- $690 price/procedure
- 41,600 procedures
- $2 million purchase price
- $92 cost/procedure

**Synergy Profit Tree**
- $15.9 million operating profit
- $21.5 million revenue
- $5.6 million cost
- $690 price/procedure
- 31,200 procedures
- $1.9 million purchase price
- $114 cost/procedure

$7 million additional operating profit

**Impactful Results:**
The Supply Chain Director presented the clinical and financial benefits to the head of Oncology and the VP of Supply Chain, and they both agreed that the Elekta Infinity was the right choice for the hospital.

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