

## Testimonial

# South West Radiology Gained a Holistic View of Patient Care and Performance with Arkturus

By integrating disparate systems into one seamless platform, Arkturus provided the data clarity needed to empower staff, drive incremental growth, and build a strategic, unified culture.



South West Radiology, a private radiology group, faced a common technological challenge: critical data was locked in disparate, disconnected systems. They needed a congruent platform to provide a holistic view of the entire patient's journey. After encountering vendors who **"fundamentally didn't understand radiology"**, they found a true partner in Arkturus. This case study details how Arkturus's industry expertise and agile approach led to rapid prototyping, empowered teams, and a transformative cultural shift driven by data.

## THE CHALLENGE

### Disconnected Systems in a Technology-Based Field

- **The Core Problem:** As a technology-based company, South West Radiology struggled with getting its many different systems to work together on a **"single, congruent platform"** for stakeholders.
- **The Market Gap:** Existing solutions and competitors' tools fell short. Preliminary discussions with other vendors consistently failed because they **"fundamentally didn't understand radiology requirements"**.
- **The Need:** A holistic solution that could map and link **"every single aspect of a patient's journey"** — from entry to exit—including all interactions with staff and stakeholders.

## THE SOLUTION

### A Partner Who Speaks the Language

- **The Deciding Factor:** The immediate attraction to Arkturus was their **"pre-existing experience in radiology"**. They understood the value chain, processes, and systems, which allowed them to establish needs and deliver quick prototyping **"within a matter of hours and days"**.
- **The Unique Offering:** Arkturus's ability to **"map all activities and link them together"** provided the holistic, seamless view of the business that other solutions lacked.

## THE ARKTURUS ADVANTAGE

### Dynamic Partnership & Continuous Value

- **Speed and Agility:** The consistent ability to **"move quickly"** aligned perfectly with South West Radiology's priorities as a scaling business. The Arkturus team is described as dynamic, ready to act on new ideas, and focused on delivering outcomes.
- **Comprehensive Integration:** The platform successfully unified data from payroll, accounting, finance, and third-party call centre solutions, maintaining a seamless flow of information across all key activities.
- **Ongoing Evolution, Not One-Time Implementation:** This is the core of the partnership. Arkturus doesn't **"set and forget"**; they initiate conversations and work consistently to extract new value from the business data, ensuring the solution evolves and provides a continuous competitive advantage.

**"The ability to continuously work on a set of solutions rather than just doing it one time and setting and forgetting about it... that's the biggest thing."**

**Niru Sanmuanathan**  
General Manager  
South West Radiology

## THE RESULTS

### Empowerment, Strategy, and Cultural Transformation

- **Empowered Radiologists:** Putting data in front of radiologists "**acted as a catalyst for them to own their performance**", leading to an immediate uplift. It was used as a tool for understanding, not performance management.
- **Strategic Site Managers:** By providing control and clarity, site managers became "**more strategic in their decision-making**".
- **Organization-Wide Impact:** The same approach was replicated across different functions (e.g., customer service team), creating a "**holistic view of how every single person contributes to the end outcome**".
- **Cultural Catalyst:** The solution became a "**tool to create and drive the desired company culture**", where everyone works in the same direction with a shared understanding of business goals.
- **Incremental Growth:** The focus on driving "**little 1% increments**" week-on-week and month-on-week has resulted in "mind-boggling" and highly valuable growth, more impactful than any other in the business.

"I cannot speak highly enough of the Arkturus team... They've spent plenty of hours providing our team with the support and training, and ongoing feedback."

**Niru Sanmuanathan**  
General Manager  
South West Radiology