



DESERT RADIOLOGY REPLACES THEIR SAGE SYSTEM WITH NETSUITE TO REALIZE THEIR GROWTH POTENTIAL

Moving Beyond Sage

A decade-old Sage ERP system and third-party reporting applications forced Desert Radiology into time-consuming manual work while compromising decision-making capabilities and growth potential.

Consulting and implementation services by Eide Bailly Technology Consulting laid the foundation for Desert Radiology to take full advantage of NetSuite's cloud solution to optimize its financial and inventory processes.

The resulting staff productivity and data accessibility has been a key benefit with NetSuite. In addition, the organization was able to eliminate costly IT services previously required for reporting functionality while reducing their inventory carrying costs by 50%.

“With NetSuite, our data is always up-to-date, and we’re able to make better and more informed business decisions. We’ve been able to streamline many processes in NetSuite, and it’s definitely easier to run reports and do allocations.”

Joshua Burke, Controller, Desert Radiology



“NetSuite has supported the growth we had and as we added new locations and took on new hospital clients, it’s been able to hand it just fine.” **Joshua Burke**, Controller, Desert Radiology

Improving Efficiency and Growth Potential

In 2010, when Patricia Harms became the CFO of Desert Radiology, a medical imaging service provider based in Las Vegas, one of her key objectives was to upgrade the organization’s business-critical systems.

With their environment of disconnected, disparate on-premises systems, Desert Radiology personnel had difficulty managing and reconciling financial and inventory data. Manual data imports and exports, limited visibility, and delays were not uncommon, and the systems were poorly suited to Desert Radiology’s plans to grow the business.

Based on past experience, Harms knew NetSuite would be an excellent fit for Desert Radiology, which employs 50 physicians, runs five imaging centers in Las Vegas and supplies radiological services to 10 hospitals in Nevada, Texas and Oklahoma. Harms had utilized NetSuite’s robust functionality in her previous role as the Director of Finance at the Arizona Kidney Disease and Hypertension Centers (AKDHC) in Phoenix.

Fortunately, Eide Bailly, a NetSuite 5-Star Solution Provider serving more than 54,000 clients nationwide across a diverse portfolio of services, became a trusted advisor

for Desert Radiology’s team providing knowledgeable guidance, personalized consultation and quality implementation expertise on their ERP initiative. With Eide Bailly’s deep understanding of both NetSuite and the unique requirements of the health care industry, they were able to assess Desert Radiology’s business needs and implement NetSuite’s cloud solution to successfully address their business challenges.

Making a Difference

Since going live on NetSuite in January 2012 for their financials and inventory, Desert Radiology has gained on-demand reporting leveraging real-time data that is far superior to their previous method combining Sage, SAP Crystal Reports, an outdated FoxPro database and spreadsheet reconciliation. Along with more accurate results to enable informed decision making, they have been able to reduce the cost and time spent on their reporting needs with more efficient processes.

Combine that with a 50% reduction in inventory carrying costs and NetSuite has delivered greater visibility and control organization-wide. Prior to leveraging NetSuite’s robust inventory management capabilities, Desert Radiology’s multiple offices would simply overstock on supplies to

“Eide Bailly did a great job in training and showing us how NetSuite could best be used. They were very responsive and always available any time we had a question” **Joshua Burke**, Controller, Desert Radiology

ensure they didn't run out. This process has since been streamlined with reliable inventory tracking backed by real-time data and lean supply chain management across 50 vendor relationships.

With NetSuite, Desert Radiology, named a #39 on Radiology Business Journal's annual list of the "Top 100 Largest Radiology Practices," is now positioned to scale its business to a projected double-digit revenue increase in 2014, thanks to winning new business with hospitals in Texas and Oklahoma.

Trusting an Experienced Partner

Consulting and implementation services by Eide Bailly's Technology Consulting team was essential to Desert Radiology's immediate success with their new ERP solution. Taking the time to ensure the technology worked with their business process and supporting their staff both during and following the project ensured their new solution became a driver for their business' success.

“NetSuite, and cloud computing in general, are growing at an extremely fast rate, and for good reason. NetSuite's cloud-based business management suite covers many business needs including order management, services for sales and support staff, and ecommerce, all with the ease and accessibility of the Internet. Its breadth of integrated capabilities make it the first 'grown-up' IT system for many businesses.”

Stuart Tholen, partner and director of ERP with Eide Bailly Technology Consulting, explains

that Desert Radiology is among a growing number of clients turning to NetSuite to run their businesses in the cloud without the overhead of IT staff and infrastructure.

“Like many companies, Desert Radiology is gaining tangible business advantages because NetSuite is built to synchronize multiple processes across a unified data set,” Tholen said. “They've gone from incompatible systems and time-consuming workarounds to a single solution that delivers much better efficiency, visibility and growth potential across the business.”



Company Snapshot

Company: Desert Radiology

Location: Las Vegas, Nevada



Partner Name: Eide Bailly

Headquartered: Fargo, N.D.