



Informational Meeting at RSNA 2008  
November 30, 2008  
12:00 pm – 1:30 pm (ET)

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Excite Co-Chairs, Dr. Jim Whitfill and Ms. Victoria Myers opened the meeting and welcomed all the attendees. They thanked GE Healthcare for providing the lunch and introduced the GE Healthcare representatives in attendance:

Ram Krishnan, GM, Global PACS  
Don Woodlock, GM, GEHCIT – Imaging Solutions  
Alexander Kloet, Global Product Director  
Donna Klem, Global Product Manager/Enhancement Program Manager  
Cristine Kao, Sr Marketing Manager  
Dave Roeder, IT Professional Services Manager, Canada

SIIM Chair, Dr. Bradley Erickson; SIIM Executive Director, Anna Marie Mason; and SIIM Corporate Program Manager, Marilee Peterson were introduced.

Mr. Roeder gave a brief description of the Canadian PACS User Group (CANPUG) of which he is on the steering committee. Mr. Roeder extended an invitation on behalf of the CANPUG executive committee to explore the possibilities of how Excite and CANPUG might be able to partner in the future.

Dr. Whitfill and Ms. Myers gave an informative presentation (see “Welcome to Excite”) about the development of Excite. They emphasized that it is a group for the users that will be run by the users and not by SIIM or GE Healthcare. Dr. Whitfill and Ms. Myers explained that the vision is for the group to make its own model, with the focus on professionalism and solutions as well as being inclusive of all Centricity customers.

They further explained that the group will be governed by an elected executive committee guided by a set of bylaws. The draft bylaws will be distributed to the membership for review sixty (60) days prior to the next meeting, to be held in Charlotte, NC on June 3, 2009, in conjunction with the SIIM Annual Meeting. The members of the user group will have the opportunity to vote on the bylaws and executive committee members during the June 3 meeting.

Ms. Peterson gave a brief overview of SIIM-Affiliated user groups, emphasizing that the roles of SIIM and GE Healthcare are to offer support but that the group is independent; governed and run by the members. Ms. Peterson explained that the 1<sup>st</sup> year of membership is free due to a one year grant from GE Healthcare. After one year of complimentary membership Excite dues will be \$100 or \$200 per year per institution depending on whether the organization is a SIIM institutional member. She also described the requirements for membership of the user group.

Mr. Krishnan opened his presentation by expressing that GE is committed to the group and how he believes it can be powerful and influential. He then presented an update on the GE Centricity Global PACS (see “Welcome to Excite”). Mr. Krishnan spoke about the enhancement

program; gave an early look at the latest admin tools; and introduced a new product, Centricity Web Diagnostic (DX).

Dr. Whitfill and Ms. Myers offered to continue as interim co-chairs until an “official” election at the June 3 annual meeting. A motion was made and unanimously approved for Dr. Whitfill and Ms. Myers to remain until the June election, as the inaugural co-chairs of Excite. They provided an overview of the tasks they intend to complete between the RSNA meeting and the June 3 Excite meeting. Most importantly, a draft of the by-laws will be sent to the membership about 60 days prior to the Excite annual meeting. The by-laws must be adopted at this meeting.

The floor was opened for questions and discussion.

### **Questions, Answers & Discussion:**

Meeting Attendee: Will we be able to participate virtually if not able to attend next Excite meeting in Charlotte?

Ms. Myers: We are looking into ways for virtual participation, in particular online voting.

Meeting Attendee: Is there overlap between CRISS and Excite and if so what happens at the meeting in Charlotte, will the two meetings be staggered?

Ms. Myers: Our desire would be to coordinate the meetings permitting users to attend both user groups. This will need to be reviewed with SIIM staff.

Meeting Attendee: As I see it there are two goals. The first is to facilitate the GE Enhancement Process with solutions for the current products, and the second is the ability to discuss more general problems, product development, and roadmap for several years ahead.

Ms. Myers: Should this group begin by looking at a two-sided approach for our annual meeting? i.e. here is the current environment and the enhancements needed to address the current product; in addition, here is the long term vision that users would like in future product development. Ms. Myers asked the group if they felt a roundtable discussion would be helpful at the next meeting in Charlotte, NC, prior to SIIM 2009.

Meeting Attendee: Breakout sessions would need to be guided or have a specific topic; otherwise, there is a chance that users will still feel like they are not being listened to. Don't make the breakouts an opportunity to present a laundry list of issues but make it an opportunity to present a collective voice.

Meeting Attendee: (from Belgium) I find the idea of a user group interesting. I just learned of it a week ago and had no idea there was a voice available. There are six or seven institutions in Belgium who try to have their GE representatives get their needs across but don't feel successful. You need to get the word out to everyone – make the group global.

Dr. Whitfill: That is very much the goal. We want Excite to be an inclusive group, across the globe. We had about 8 weeks to organize the RSNA meeting and felt it important to kick off communication prior to the 1<sup>st</sup> annual meeting at SIIM 2009.

Ms. Myers: We are trying to be inclusive, but we need your help. We need you each to tell your colleagues about this group. A number of emails were sent in preparation for the RSNA event, but we must all help to promote the group.

Meeting Attendee: It would be helpful to put the topics to be discussed out to the group prior to the annual meeting.

Ms. Myers: We would like to do a survey and we will discuss the structure for this with SIIM. This will give members an opportunity to provide input on what should be discussed.

Meeting Attendee: Our institution uses the Centricity PACS but a different RIS, how will the Excite user group deal with this? Once there is an online means of communication for the group will you use the "chatter" of what is going on to focus the discussion at an in person meeting?

Ms. Myers: This is a Centricity PACS user group and many of us do not have the integrated RIS-PACS product. At this time our focus is Centricity PACS. On-line discussion can be used to obtain topics for our annual meeting since many of us are trying to address the same issues. Then, we also need to determine what features and functionality is needed in the future and how we can provide that vision to GE.

Meeting Attendee: How will Excite fit in with what GE currently offers – Support Central, iCenter, etc.?

Ms. Kao: We can have GE create a link to the Excite website in iCenter and other GE communication tools.

Meeting Attendee: What is GE's commitment to the user group suggestions, such as timeframe and action on requests?

Ram Krishnan: GE is committed to whatever help the group needs. As Excite evolves, GE will be there in whatever fashion the group needs to be successful. Two things to be aware of – the Enhancement Program is a separate program from the user group. Additionally, GE needs to know the focus and mission of Excite.

Dr. Whitfill: We want to determine from members what direction to go. This needs to be a collaborative effort.

Meeting Attendee: It needs to be collaborative between Excite and GE and I believe that GE is looking for that collaborative effort.

Ms. Myers: The advantage of Excite being vendor centric (focused on one vendor) is that the group can drill down to specific needs and product development. However, we must become a collective voice and have a membership that reflects the majority of product users.

Meeting Attendee: Would the group ever allow third party vendors that partner with GE to attend meetings or become members? The advantage would be that they could hear what users need directly from the users and not through the filter of GE.

Meeting Attendee: I believe the group should allow other vendors to participate because as users we have to deal directly with them.

Ms. Myers: There are advantages and disadvantages to allowing third party vendors to attend meetings. This is something that the membership will need to decide. There could be benefits to having vendors hear the needs of the Excite membership, and there are potential learning opportunities for members to hear from the GE vendor partners. We will add this topic for membership input.

Ms. Myers charged the attendees with insuring they join Excite (attendance at the RSNA meeting does not constitute Excite membership), telling at least two colleagues about Excite, and to make plans to attend the 1<sup>st</sup> Excite Educational Meeting to be held in conjunction with the SIIM Annual Meeting, on June 3, 2009 in Charlotte, NC.

Dr. Whitfill and Ms. Myers thanked everyone for taking the time to attend and for voicing their questions and comments at this informational meeting.

The meeting was adjourned at 1:30 pm.