



Safety. Ingenuity. Community.

Vision RT is the inventor of Surface Guided Radiation Therapy (SGRT) and develops solutions using computer vision and AI to help ensure cancer patients' radiation therapy is delivered safely. Our range of products gives you reassurance that you are delivering optimal care throughout the patient journey, supporting you from education to outcomes. For more : [visionrt.com](http://visionrt.com)

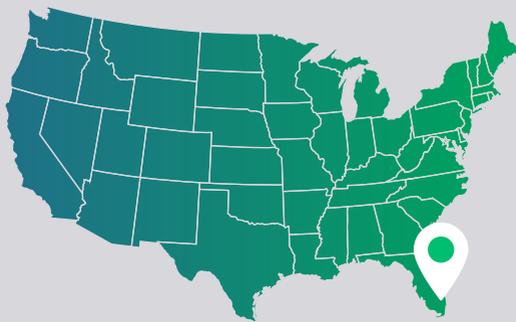
# CASE STUDY FINANCIAL GROWTH & THROUGHPUT

28% Increase in Patient Volume  
20% Reduction in Overtime Expenses  
33% Block Time Reduction



## OVERVIEW:

**Institution Type:** Free-Standing Cancer  
**Opened:** 2012  
**SGRT System:** AlignRT  
**Years with system:** 4 years  
**Linac:** Varian Trilogy  
**Typical cancer types treated:** DIBH, Breast, Brain, Head & Neck, Liver, Lung, Prostate, Sarcoma



## CHALLENGE

GenesisCare's objective was to offer patients the latest technology that delivered high-quality, evidence-based treatments in the most effective and efficient manner.

1

### EFFICIENCY

Decrease treatment procedure time and increase patient access with less touch points to create better access for patients.

2

### PATIENT EXPERIENCE

Provide tattoo and mark-free treatments for all treatment sites, as well, as a zero-contact system with no mouthpiece, goggles, or nose peg for DIBH patients.

3

### SAFETY / QUALITY

Replace the Varian Optical Guidance Platform with a system that would provide real-time tracking of patient motion during treatment of single-fraction, high-dose treatments – SRS, SBRT, SABR.

*"I love the extra sense of security I feel that Vision RT gives me by knowing it is tracking my skin and protecting my lungs and heart throughout my treatments. If I happen to cough or sneeze, I know that the therapists can see if I have moved out of position or have fallen back into place."*

GenesisCare patient Rosa Prieto

*"I am very pleased with the fact that I did not have to get tattooed for my treatment. I did not want a constant reminder of my diagnosis. The Vision RT system I feel is quite amazing, and it tracks the body surface for accuracy, and I am glad to be getting treated at a center that utilizes the state-of-the-art technology."*

GenesisCare patient Nicolas Mancini



## RESULTS

- The center increased overall patient daily volume 28% (from 25/day to 32/day) with improved workflows and mark/tattoo-free treatment technique.
- More efficient and streamlined workflows enabled GenesisCare to reduce expenses by 20% and reduce overtime by 1-2 hours per week for all staff – Radiation Oncologist, Physicist, Therapist, Front Desk.
- Patient treatment block times were consistently reduced by 33% (15 to 10 minutes for all treatments sites) due to less adjustments, better visualization, and the use of AlignRT on all patients.

## SOLUTION

Vision RT's Clinical Application Specialist provided the accessibility and on-site training that helped GenesisCare develop the consistent workflows to achieve their desired treatments in the most effective and efficient manner.

### CLINICAL APPLICATION TEAM

Trained GenesisCare staff on a variety of workflows - FB Breast, Lung, H&N, Brain, Abdomen Pelvis, Prostate, SBRT Lung – along with DIBH. This enabled the staff to make a fast and easy transition from RPM and Varian's Optical Guidance Platform to AlignRT for all their patients. Continuous follow-ups helped the therapists with troubleshooting and gave them the confidence to use AlignRT for all their workflows.

1

### STANDARDIZATION

GenesisCare standardized how set-ups were done on all treatment sites, enabling them to improve workflows to be more efficient and creating a better experience for patients during treatment.

2

2018

25 PATIENTS PER DAY

2019

32 PATIENTS PER DAY



**28%**  
INCREASE IN PATIENT VOLUME  
(+300 PATIENTS)



**20%**  
REDUCTION IN  
OVERTIME COSTS

**+120**

patients in this  
area searched the  
AlignRTedu.com  
locator by  
zip code (2020)

## FUTURE PLAN

GenesisCare's goal is to enable access to the highest quality care with a local focus on lower / to no wait times while also providing patients safe, efficient treatments and access to the latest technology. To do this, they will continue to expand the use of AlignRT technology throughout their network so they can offer tattoo-free radiation therapy and DIBH to all of their patients. From a marketing perspective, they will continue to reach new patients through Vision RT's patient education website, SaferRadiationTherapy.com.

Finally, GenesisCare has established Market Success Managers who will continue to use Vision RT's Patient Education Toolkit filled with local marketing resources to educate referring providers and patients.



*"Vision RT is a major step forward in improving the accuracy of radiation delivery, given its continuous monitoring throughout the duration of treatment. The system is efficient, easy-to-use, and improves our confidence that the precise area we want to target is actually receiving the prescribed radiation dose. It is very well accepted by our patients as it is a completely non-invasive system and avoids the need for unsightly permanent tattoos."*

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