



North Star's blueprint for scaling imaging with remote scanning

North Star unlocks greater imaging efficiency and consistency across sites using Philips ROCC

Customer story



When staffing is tight, imaging centers often face canceled appointments, packed schedules or overextended technologists. This leads to more stress, lower job satisfaction and growing attrition among skilled staff. But at North Star Diagnostic Imaging, a leading provider in North Texas, that's no longer the norm.

North Star implemented Philips Radiology Operations Command Center (ROCC), a remote hub that allows its most experienced imaging technologists to supervise, support, and guide scanning operations across multiple sites in real-time.

"We're no longer completely at the mercy of staffing gaps. ROCC gives us the flexibility to stay fully operational."

Juliana G. Williams
R.T. (R) Radiology Manager
at North Star Diagnostic Imaging

At a glance

- +1 extra scan per hour by improving efficiency
- Reduced rescans and fewer callbacks
- Hands-on training for less experienced technologists
- Standardized protocols across scanners
- Lower temporary staffing needs



From reactive to resilient

Before ROCC, North Star's expert imaging technologists constantly moved between sites and could only support the scanners where they were physically present. Staffing was site-specific and could be unpredictable. If someone called out, exams would get canceled, or temporary staff would be called in at an increased cost.

With ROCC, that changed. Their most experienced technologists now operate from a centralized command center, remotely supporting sites across their expansive network. This allows their imaging experts to extend their support and expertise to their technologists on site, regardless of their location.

"Now our best techs can oversee multiple sites from the command center. The image quality is just as strong, and we rely a lot less on temporary staffing."

Todd Wright, MRI Lead Technologist at North Star Diagnostic Imaging

Virtual coach in action

North Star is able to use ROCC to elevate its entire training model. New MR technologists begin with a short on-site orientation, followed by remote support from experienced imaging staff who monitor and guide multiple scanners at once.

This model helps technologists build confidence quickly, especially when handling complex exams or advanced protocols. Each imaging expert completes several weeks of in-person training to build trust and ensure consistency before offering remote support.



“Sometimes I take the mouse to demonstrate a scan sequence, but it’s more about coaching them through it so they can do it themselves next time.”

Stephen Price MBA, BSRT(R) (MR) MRSO (MRSC),
MR Safety Officer and Lead Technologist at North Star
Diagnostic Imaging

“Almost like cloning ourselves”

With ROCC, imaging experts can remotely:

- Coach newer staff remotely on positioning and safety
- Access the scanners directly¹
- Answer on-site technologist questions in real-time
- Harmonize protocols across scanners and sites

“We have different new hires scanning across multiple locations at once with backup just a click away. We’re almost cloning ourselves.”

Stephen Price MBA, BSRT(R) (MR) MRSO (MRSC),
MR Safety Officer and Lead Technologist at North Star
Diagnostic Imaging

In fact, one of their sites significantly reduced scan times.*

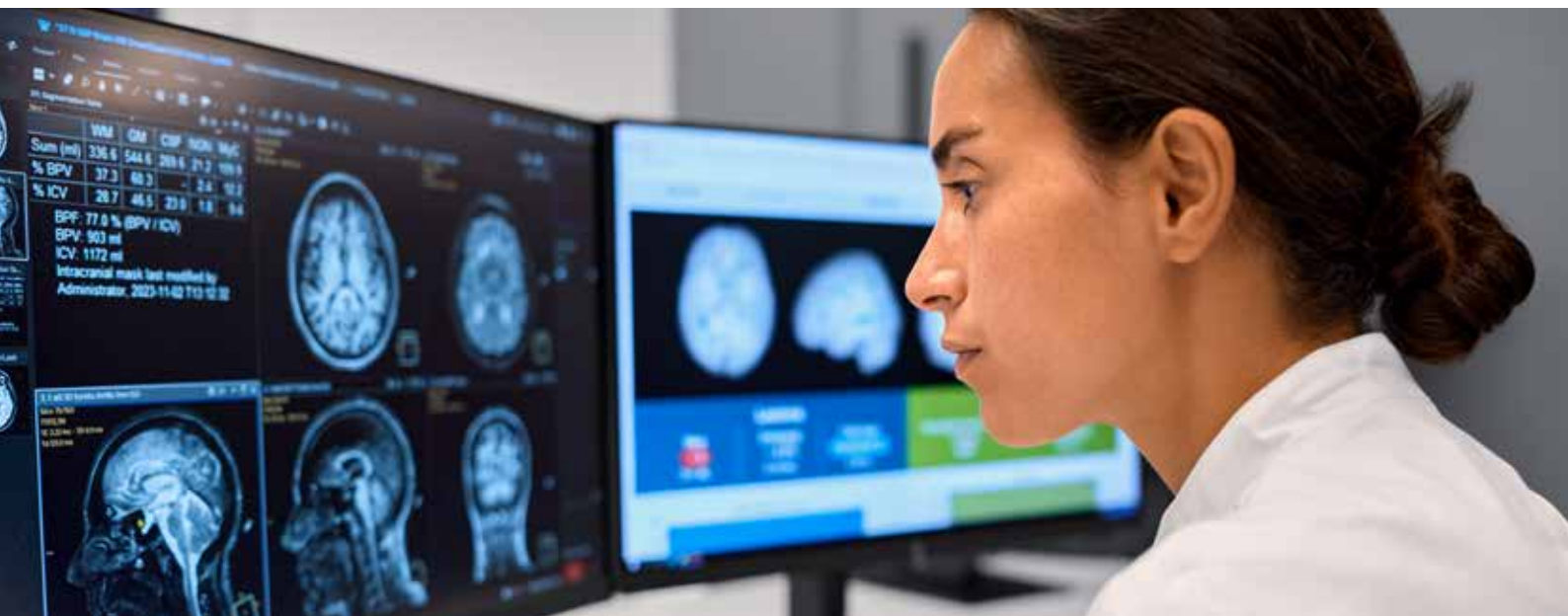
They went from performing 1 scan every 30 minutes to performing 1 scan every 20 minutes, which can mean **up to 12 additional patients scanned per day.**

Built for expansion

As North Star continues to expand its imaging services, ROCC has proven scalable and sustainable. When opening a new center, it would have previously had to hire and staff imaging expert roles in new facilities on-site, but now it can rely on the expertise from those in the command center.

“Philips ROCC allowed us to grow into areas where we may not have found the expert technologist talent otherwise.”

Juliana G. Williams R.T. (R) Radiology Manager at North Star Diagnostic Imaging



North Star is bringing imaging care to rural areas where recruiting imaging experts would have been difficult. With ROCC, they are improving patient access and addressing staffing gaps.

Philips ROCC has not just helped North Star keep up with demand; it has helped them lead. By centralizing and extending imaging expertise remotely, they have built a resilient model that helps them focus on delivering high-quality imaging every time, no matter the location.



*Results are specific to the institution where they were obtained and may not reflect the results achievable at other institutions.

1 The remote edit function is enabled by radiology operations command center console and is only to be used with a qualified user at the scanner.

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