

# Restoring Timely Maternal-Fetal Care in the Kansas City Metropolitan Area



**Facility Type:** Moderate to High-Risk MFM      **Geography:** Urban

## The Challenge

**Limited Access:** Patients experienced significant delays due to a shortage of available sonography appointments.

**Staffing Issues:** Previous solutions lacked adaptability and flexibility, creating care bottlenecks and growing patient dissatisfaction.

**Operational Inefficiencies:** Long exam times, inconsistent workflows, and underutilized space suppressed daily patient volumes and overwhelmed staff.

**Unpredictable Quality:** Recruiting and retaining specialized MFM sonographers proved difficult, leaving gaps in expertise and consistent care delivery.

## The BB Imaging Solution

**Expert Staffing:** Onboarding three highly experienced fetal-echo-certified sonographers within 7 days, quickly and seamlessly integrating with the existing care team.

**Operational Enhancements:** Collaborating with leadership to fine-tune scheduling templates, reduce individual scan times without compromising quality, and optimize room utilization to accommodate more patients each day.

**Quality Assurance:** Ensuring consistent diagnostic excellence and supporting continuous clinical development by applying rigorous QA processes.

## Results

**Increased Volume & Access:** Patient volumes surged, reflecting a 66% increase in care access through strategic time management and reduced scheduling gaps.

**Opportunity for Additional Births:** An increase of approximately 100 obstetric patients annually presents the potential for up to 100 additional deliveries tied to the hospital.

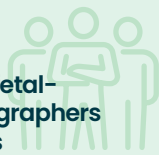
**Strengthened Relationships:** Referring providers and patients noted the improvements, including more timely access to appointments and consistent care quality.

**Clinic-Wide Transformation:** With unnecessary clinical and administrative burdens lifted, the care team refocused on delivering high-quality, patient-centered care.

**Total Coverage & Reliability:** BB Imaging fulfilled 100% of staffing requests as outlined in the scope of work. Additionally, during a transitional period in March and severe storms in May, the team maintained uninterrupted service with no gaps in coverage.

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highly experienced fetal-echo-certified sonographers placed within 7 days



66%

increase in care access



100

additional deliveries tied to the hospital



100%

of all staffing requests filled

