

Building Sustainable Imaging Services in Rural Oklahoma

Facility Type: General, Vascular, Adult Echocardiography **Geography:** Rural

The Challenge

No On-Site Services: Several rural clinics, including Healdton, Love County, and Tishomingo, lacked these ultrasound services entirely, forcing patients to travel long distances or forgo essential imaging.

Geographic Barriers: With this healthcare system's clinics sometimes spread hours apart, consistent sonography coverage across the state was a persistent challenge.

Staff Turnover: High sonographer turnover in rural areas made it difficult to sustain reliable imaging services, leading to recurring care disruptions.

Service Gaps: Without onsite imaging, inpatients were often transferred outside the system for scans, which delayed diagnoses and increased the financial burden for traveling patients.

The BB Imaging Solution

Rapid Implementation: Deploying best-in-class sonographers and ultrasound equipment to build out imaging services, with an average contract-to-coverage time of 15 days.

Flexible, Experienced Staff: Sending one primary sonographer to travel between each location, supported by three float sonographers—all with the credentials to provide adequate coverage.

Equipment & Protocol Setup: Transporting machines between sites and implementing clear protocols and workflows to launch and sustain services more efficiently.

Expanded Services: Supporting clinics in growing cardiovascular care in rural communities to broaden care delivery and reduce unnecessary patient travel.

Results

Local Access Restored: Patients can now receive essential scans within their communities, reducing travel burdens and improving continuity of care.

Scalable Partnership: What began as support for three clinics has grown into BB Imaging staffing 8 of the healthcare system's sites across Oklahoma.

Efficient Rural Coverage: BB Imaging sonographers fill over 97% of PRN requests and travel as needed to staff clinics five days a week, contributing to consistent, high-quality care.

Sustainable Growth: Clinics can confidently offer new ultrasound services, increasing rural access while retaining patients within their local healthcare systems.

8

Sites benefiting from their clinic's partnership with BB Imaging



15 days

Average sonographer placement time after contract signing



4 days

Quickest sonographer placement time after contract signing



97%+

Percentage of PRN requests filled by BB Imaging sonographers

