

# 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 Hilton, 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 7 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.

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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

