Case Study:
How ARA Health Specialists Improved Radiology Reporting Efficiency at Scale

ARA Health Specialists is a multispeciality radiology practice based in Asheville, North Carolina, supporting imaging services across western North Carolina. With nearly 100,000 studies interpreted each month, even small workflow inefficiencies can compound quickly — affecting report turnaround times, physician workload and even patient outcomes.

ARA Health Specialists[1]

30+
locations

70+
physicians

Serving **13** hospitals and **30+** outpatient centers

12
specialities represented

Background

ARA Health successfully transitioned from Microsoft (formerly Nuance) PowerScribe 360 to Rad AI Reporting in February 2025, marking a significant step forward in enhancing their radiology workflow. The practice integrated Rad AI Reporting with IntelePACS and Altamont (DICOM-SR provider).

Why Rad AI Reporting?

Rad AI Reporting is a radiologist-designed, generative AI reporting solution that delivers accurate, personalized reports while integrating seamlessly into existing workflows. Compared to legacy dictation-based systems, it improves speech accuracy through a cloud-native voice recognition engine that uses AI to reduce manual editing and cognitive burden.

Methodology

To determine the platform's real-world effect, the team analyzed performance data by comparing the same three-month window (August through October) in 2024, prior to the implementation, against the same period in 2025.

The primary metric used was **"time on report,"** defined as the duration between opening an exam in PACS and signing the final report. To ensure the data reflected actual workflow performance, the team applied a rigorous data-cleaning methodology to remove noise.

Outliers were statistically identified and excluded, specifically reports left open for extended periods, typically beyond ~18 minutes. The remaining data were then analyzed using empirical cumulative distribution function (ECDF) curves, allowing the team to examine performance across the full distribution rather than relying on averages that lie, or at least oversimplify.

Key Quantitative Results

The implementation yielded significant efficiency gains across the practice.

20%
median **reduction in reporting time** site-wide, equivalent to a 20-second decrease per study (median time on report reduced to 102.5 seconds)

Top decile radiologists **reduced reporting time** by
60%
saving more than one minute per report

79%
of radiologists demonstrated **improved efficiency,** defined as a reduction in median time on report (adjusted for case-mix changes)

What Efficiency Gains Mean in Practice

While seconds may appear modest in isolation, at the scale of groups like ARA Health, these reductions accumulate across even a single shift. Consider the following scenario:

- An average radiologist works 180,000 seconds per shift week (50 hours)
- 80% of that time is devoted to image interpretation (144,000 seconds or 40 hours)
- A median reduction of even 10% of interpretive time equates to 14,400 seconds saved (4 hours per radiologist every week)

Across a group of 70 radiologists, this equates to:
- 280 hours returned per week across the group (4 hours × 70 radiologists)

Equivalent to adding nearly 6 additional radiologists.

Calculations illustrative estimates based on average workload distribution and modeled efficiency gains applied to interpretive activities only. Aggregated over the group and time period shown; rounded.

Improvements Across Modalities and Procedures

Efficiency gains were not limited to a single exam type:

Significant **reductions in time on report** were observed across **CR/DR, CT, MG, MR, NM and PET**

60+
seconds saved per exam across several modalities

61
of the top 100 highest-volume procedures saw significant **reductions in reporting time**

Observing statistically **significant improvements** across the majority of these procedures indicates that efficiency gains were broadly distributed and not driven by a small number of outlier exams or individual users.

Physician Experience and Qualitative Impact

Beyond raw efficiency metrics, the transition has resulted in reduced cognitive load and smoother daily workflows.

Joe Guiffrida, COO of ARA Health, noted that the transition required a responsive partner and was ultimately transformative for the practice.

> "Moving to Rad AI was 100% the right move for ARA Health, and it's advancing the way that our physicians practice medicine … We are already seeing a meaningful impact that will shape how our physicians practice for years to come."
>
> — Joe Guiffrida, COO of ARA Health

Radiologist feedback highlighted the benefits of the platform's generative capabilities.

> "After having used various iterations of the same product for over 15 years, using Rad AI for a couple months has led to a dramatic improvement in my workflow, efficiency and satisfaction. I now get frustrated whenever I'm scheduled into shifts still on the old platform."
>
> — PW Chen, MD, Diagnostic Radiology and Diagnostic Neuroradiology

"Rad AI Reporting has allowed me to spend more time looking at the exam I'm interpreting and less time checking the report."

— Scott Prechter, MD, specializes in Advanced Body Imaging, Breast Imaging and General Radiology

"Rad AI Reporting's AI features allow me to focus more on the images and less on the editing of the report. This increases my efficiency and decreases mental fatigue."

— Devon Cole, MD, specializes in Advanced Body Imaging, ED/Trauma Imaging and General Radiology

Summary

For ARA Health, the transition to Rad AI Reporting resulted in:

- Widespread efficiency gains across the radiologist group
- Meaningful time savings for high-volume readers
- Consistent improvements across modalities and procedures
- Reduced reporting friction and cognitive load

Most importantly, the changes were achieved without forcing radiologists to change how they practice. Instead, the reporting workflow adapted to them — allowing ARA Health to improve performance at scale while preserving quality, consistency and physician satisfaction.

Learn more about Rad AI Reporting and schedule a demo.

1. ARA Health Specialists and Hendersonville Radiology join forces for enhanced radiology care in our community. ARA Health Specialists. https://arahealthspecialists.com/wellness-blog-details/?news_id=396#:~:text=At%20ARA%20Health%20Specialists%2C%20our,Learn%20more%20by%20clicking%20here

Rad AI

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