



# ATLANTA HEART SPECIALISTS

Cutting costs without sacrificing service.  
Switching to a non-OEM provider.

Atlanta Heart Specialists is a cardiology group with eight locations northeast of Atlanta.

Faced with increasing economic pressure and regulatory demands, the group needed to rethink how they acquire and service their imaging assets. They decided to look into switching their service agreement to a non-OEM provider. They met with BC Technical and knew they'd found a partner that would help them achieve their goals without sacrificing service.

That was two years ago, and they've never looked back.

"From a negotiating phase, it was a no-brainer," says Ryan Paul, Imaging Supervisor at Atlanta Heart Specialists. "BC Technical had a lot to offer at a fraction of the cost. They have the support, they have local service engineers. It just made sense. It's been a decision that we've never regretted."

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## A decision that made financial sense

Atlanta Heart Specialists transitioned to BC Technical after seeing a trend in declining reimbursements from Medicare. The partners assessed their expenses to identify areas where they could cut costs, and their OEM service contract was a logical place to start. A service contract with BC Technical helped them reduce overhead costs while simultaneously allocating funds to replace an older CT scanner with a new 64-slice system.

The group also needed to upgrade one of their gamma cameras with new knee rests and a table mount. Going through an OEM would have cost thousands of dollars, but BC Technical was able to offer a far more cost-effective option.

"\$5,000 for a leg rest is just not palatable or cost-effective, so I turned to BC Technical," says Paul. "Within less than 24 hours, I had a quote that was exponentially more cost-effective than going through the OEM. It's situations like that where they're able to help us with a sense of urgency. It's the little things that mean a lot to us."

## Exceptional service response time

Paul says he was pleasantly surprised by how quickly Atlanta Heart Specialists saw an improvement in service after switching to BC Technical.

"There was an immediate difference with the response time," Paul says. "I would send an email to our sales consultant and within minutes, I would get a response – something that I would never get with most OEMs. BC Technical was succinct and to

the point, they would address my concern and then they would have a solution for me."

He says the transition was seamless, paving the way for him and his team at Atlanta Heart Specialists to build a long-term, trusting relationship with BC Technical.

"Working with BC Technical has been wonderful," he says. "The entire process has been very smooth, from the bidding, negotiations, email, service and service response to the techs."



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*Ryan Paul, Imaging Supervisor  
Atlanta Heart Specialists.*

## BC Technical: Service, systems, parts

BC Technical is the largest non-OEM provider of Medical Imaging Solutions. We provide CT, MR, PET, PET/CT, SPECT, SPECT/CT and NM products and services, enabling healthcare providers to achieve their quality, compliance and financial goals. We offer nationwide on-site service in all 50 states to 1,500 customers encompassing over 2,000 systems. We also offer the best refurbished equipment from all major OEMs. With over 65,000 parts in stock, we are the nation's largest medical imaging solutions provider.

[bctechnical.com](http://bctechnical.com)

1-888-228-3241

[sales@bctechnical.com](mailto:sales@bctechnical.com)

## About Atlanta Heart Specialists

Since 2000, Atlanta Heart Specialists has provided excellent, patient-oriented cardiovascular care at eight locations northeast of Atlanta, GA. Their 15 board-certified physicians deliver a full range of cardiology services, including state-of-the-art prevention, consultation, diagnostic and treatment services. They are also recognized nationally and internationally as a leading clinical trials research site to support expanding knowledge and life-saving therapies in cardiology.

