

TOP STORIES

Houston company puts medical scans up for auction online

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By Leigh Frillici / 11 News

HOUSTON—With eBay, we've become accustomed to seeing just about anything on the auction block.



AP

But a Houston company is taking that concept to a whole new level.

That company, Telerays, puts medical scans up for bid.

“We’re using an auction-based system online, and allow them to bid in a HIPAA-compliant and password-protected environment,” Dr. Daniel Roubein, President and CEO of Telerays said.

Roubein said hospitals are overburdened, so your digital images can go up for auction on the Telerays Web site.

Certified radiologists across the nation can bid on reading them, and the job goes to the lowest bidder.

“There’s clearly a well-documented shortage of radiologists,” Roubein said. “Patients who may be in a rural area and may not have access to a fellowship-trained muscular skeletal radiologist, (Telerays can) give them that access.”

But just as some scans can be interpreted differently, not everyone sees the same advantages to the idea.

Some experts argue that remote radiologists cannot monitor how a scan was taken and say the process takes the patient out of the mix.

“I am a pediatric radiologist. I actually frequently will go over imaging scans with parents and patients themselves. I think it’s important for them to see what the diagnosis is,” Dr. Susan John of the UT Health Science Center in Houston said.

Roubein says that isn’t an issue with Telerays.

“We do have opportunities for patients to communicate with radiologists,” he said.

At Telerays, just like on eBay, the lowest bidder and the lucky seller both win.

The hospitals save money on services, the radiologists get more work and a part of the patient’s care is up for auction