



Ken Ford, MD
American Radiology Associates

"Doctor, Keep Your Eyes on the Patient"

One Physician's Experience With a Modern Reporting Platform

When American Radiology Associates began evaluating alternatives to PowerScribe® 360, they asked Ken Ford, MD, to help put Rad AI Reporting to the test. He didn't wait for full integration to find value — and neither did his colleagues. This is his story.

The Legacy Reporting Problem

Older reporting platforms were built for a different era. Today they contribute directly to the friction radiologists need to manage every shift.

50+ attention shifts per report

Legacy platforms force radiologists to toggle constantly between images and reporting templates — back and forth, back and forth, on every single case.

"Your eye gaze while you're reading a case — there is probably 50 changes in attention that occur between the images that you're interpreting and your report."

2–10 second system lag

Every field toggle in an integrated legacy platform introduces delay. Radiologists are forced to watch the cursor, wait for it to move, and lose their place.

"When you try to toggle to the next field, you have to count from anywhere between two to 10 before the cursor moves. You can't get any rhythm going."

20–30 distractions per report

Each attention shift is a distraction. Each distraction breaks concentration, fragments interpretation and creates risk.

"There is nothing that contributes to stress during the day for a radiologist than distractions, as well as medical errors. In any individual report, I'm saving upwards of 20 to 30 distractions."

The Cumulative Cost

 Constant gaze-shifting drives neck and eye strain

 Fragmented concentration increases fatigue

 Interrupted workflow is the number one cause of errors in interpretive radiology, in Dr. Ford's assessment

The Rad AI Reporting Difference

Rad AI Reporting is built around how radiologists actually work — eliminating the back-and-forth so attention stays where it belongs.

Eyes on the images

Speak findings freely into the Omni Box while eyes stay on the patient's imaging. No toggling or templates to manually navigate.

"What your product allowed me to do ... was to keep my eyes on the images. My eyes are always on the images."

Zero lag

Instant field toggling and improved voice recognition eliminate the delays that break reading flow — even on toggle-intensive reports like DEXA studies.

"With your product, there's zero lag. I can generate a multiple-field report in probably half the time it takes in PowerScribe 360."

Non-linear dictation parsing

Speak findings naturally, hopping between organ systems as you see them. Rad AI Reporting automatically organizes everything into the correct section of the structured report.

"You can be speaking in almost one sentence ... hopping all over the place. It's just really good at parsing those out."

20% efficiency gain

Less friction means faster reporting and more time back in the day.

"What your product allowed me to do ... was to keep my eyes on the images. My eyes are always on the images."

The Verdict

"The real light bulb moment for me was: oh my goodness, this is a completely different way of reading cases. I can keep my eyes on my patient. Doctor, keep your eyes on your patient, and your focus where it should be ... rather than experiencing the innumerable distractions of going back and forth between the images in PowerScribe."

— Ken Ford, MD, American Radiology Associates