

TODAY'S HELIUM CRISIS

*What it could mean
for your business*

SouthWest
MEDICAL RESOURCES

Liquid Helium and Your MRI

From party stores to radiology offices, the effects of today's helium crisis are being felt across the country and the globe. While party store patrons can easily adjust to limits on helium balloons, the medical industry is facing a more complex adjustment as they're forced to consider other strategies to help manage the effects this shortage is having on their business.

Given the current state of this crisis and a fundamental understanding of 'Supply vs Demand' principles tell us **we can expect continued price increases**. This is a simple formula where helium becomes even more scarce and the demand for health care services continues to grow.

While efforts are being made to curtail the global Helium shortage, the effects of this crisis are already being felt by health care service providers in our industry.

Understanding the market conditions that are causing the volatility in helium pricing and the fact that long term solutions are in their infancy stages means MRI management is more important than ever. By taking a proactive approach to MRI maintenance, you can prevent costly helium loss from occurring and in-effect control what might otherwise be a volatile factor in your business' bottom line.

TOP 5 REASONS YOU'RE LOSING HELIUM:



COLDHEAD/COMPRESSOR - When coldhead's fail, magnet pressures will increase. When this happens, the MRI's venting system is triggered due to the increased pressure and the liquid helium boils off.



DOWNED CHILLER - When the chiller goes down, the inevitable effect is a shutdown of both the coldhead and the compressor. As a result, the critical systems necessary for temperature regulation are crippled also resulting in helium boil off.



POWER FAILURE - If the power goes down then the compressor shuts off, the coldhead shuts off, and the helium is released through the opened vent.



MAGNET LEAKS - Magnet leaks are really only detectable through constant monitoring of your helium levels in your magnet over time. You need to be monitoring your helium consistently to see if you're actually losing helium (despite the magnet pressure being stable and the coldhead running smoothly).



FAILURES AFTER HOURS / OVER THE WEEKEND - Having any one of your system components fail over the weekend or after hours can mean losing significant amounts of helium and having to pay exorbitant costs to replace it.

While these failures and complications have become a commonly accepted risk in managing MRI systems, we propose rethinking how we approach these risks rather than continuing to react when they do occur.

What Can You Do to Proactively Manage Your Helium Risk?

We're proposing a paradigm shift in the way we think about magnet maintenance. Rather than focusing on managing helium loss when it happens, we propose the complete elimination of Helium loss. Through SWMR's Helium Zer0 Solution, we propose constant monitoring and proactive maintenance solutions to help you manage costs while gaining access to expert advice and on-call engineers.



The Helium Zer0 Solution transfers the management of the entire cooling system to SWMR's expert team and guarantees you won't lose any helium - that's a 100% reduction of helium loss. Not only does this protect you from the effect of the current helium shortage crisis but also provides your business with protection from expected price increases.

The current state of magnet maintenance includes a segregated, cumbersome, inefficient service model that can't adapt to the changing helium market, patient needs and imaging provider requirements.

Our Helium Zer0 Solution is the only one of its kind.

1. 24/7/365 Remote Monitoring, Diagnostics, & Support
2. Coldhead Replacement
3. Compressor Replacement
4. Flexline replacement
5. Adsorber Replacement
6. Chiller Coverage
7. Labor & Expenses
8. Liquid Helium Loss
9. GE, Siemens, Philips, Toshiba MRI

Monthly Cost: \$1200.00 | No Up Front Cost | Volume Discounts Apply

For more information on how Helium Zer0 can help you mitigate risk, save money and eliminate volatility in your magnet maintenance please contact Sean Mykleby, President Thermal Magnetics Cryogenics (TMC) at smykleby@swmedicalresources.com.

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