

## CASE STUDY

# 275+ Users in 2 Weeks, 89% Upload Success Rate SMIL Simplifies Script Collection with ScriptAid

*“ScriptAid helped us overcome a key operational hurdle in our workflow. It’s fast, intuitive, and required little to no training. Our staff began using it immediately to review patient uploads in real time and ensure orders were correct. Our patients love it, and so does our staff.”*

*— Kim Wyszynski, Director of Contact Center at SMIL*

### ABOUT SMIL

Southwest Medical Imaging (SMIL) is a physician-owned outpatient imaging network in Arizona, with 17+ locations across the Phoenix metro area. Founded in the 1980s, SMIL is radiologist-led, with 50+ fellowship-trained specialists and a reputation for clinical excellence, innovation, and patient-first care.

### Key metrics



**89%**

successful uploads



**85%**

under 5 minutes



**275+**

users in 2 weeks



**13.5**

seconds, fastest upload

## CHALLENGES

SMIL is one of the leading outpatient imaging centers in Arizona, known for its innovation, patient-first mindset, and operational excellence.

Like many radiology groups, SMIL faced the common challenge of efficiently collecting imaging orders (scripts) from patients ahead of their scheduled appointments.

When patients forgot to bring their paper orders, sent illegible images, or didn’t send anything at all, it disrupted workflows, led to delays or rescheduling, and placed extra burden on staff. These breakdowns affected patient satisfaction, clinical readiness, and overall efficiency.

SMIL sought a solution that could streamline this process, one that would be easy for patients to use, fast to implement, and reliable for staff.

## THE OBJECTIVE

To deploy ScriptAid, a cloud-based service developed by Cranberry Peak, to help staff collect scripts from patients securely, before their visit, with minimal disruption to SMIL’s existing workflows.

## THE SOLUTION

ScriptAid enables healthcare staff to send patients a personalized link via text message. Patients can then upload a photo or file of their order: no app download or login required. The system supports over 100 languages on any mobile device.

SMIL’s contact center staff began using ScriptAid immediately, reviewing uploads in real time to verify that orders were correct and patients were scheduled appropriately. Other departments quickly adopted it to request any necessary documents before the patient arrived.

The patient experience has been seamless: fast, mobile-friendly, and secure. For staff, it means less follow-up, fewer front desk surprises, and improved scheduling accuracy.

## IMPLEMENTATION

ScriptAid was deployed at SMIL with no third-party software integration required. Within just a few days, the ScriptAid environment was configured for SMIL's internal use.

Training and onboarding for over 275 users was completed in about two weeks, a rare achievement in healthcare tech rollouts. Thanks to its intuitive design and on-demand video tutorials, SMIL's teams were able to adopt the tool quickly with minimal disruption.

The fastest upload was completed in just **13.5 seconds** from request to receipt

These results demonstrate that even busy outpatient centers can achieve near real-time engagement with patients using the right tools. For SMIL, it translated into greater preparedness at the time of service, fewer delays, and a more consistent experience for both staff and patients.

*"SMIL's leadership and operations teams were outstanding partners throughout the implementation process. Their rapid adoption of ScriptAid reflects a clear commitment to efficiency, staff empowerment, and enhancing the patient experience."*

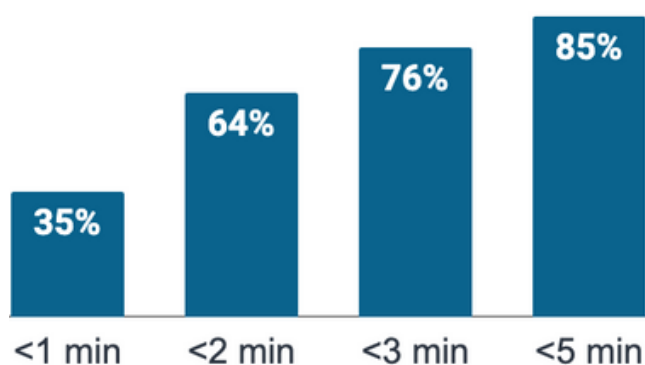
— Neculai Archip, PhD, MBA, CEO Cranberry Peak

## RESULTS

In the first 3 months of deployment:

- **89%** of patients opened their ScriptAid request
- Of those, **89%** uploaded their script successfully
- **85%** of uploads took less than 5 minutes, with **64%** completed in under 2 minutes

Upload Time



## EXPANDING SUCCESS

Building on early success, SMIL is now exploring ways to deepen ScriptAid's integration into its digital engagement strategy. The goal: reduce manual tasks and give patients multiple easy pathways to submit their scripts.

Potential next steps include:

- Leveraging extracted data to proactively support schedulers with next steps
- Printing QR codes on referral forms
- Expanding access to patients and referring offices

## ABOUT ScriptAid

ScriptAid is a SaaS product by Cranberry Peak, a health tech company based in Cambridge, MA, focused on simplifying and automating administrative tasks in healthcare.