

# The Ultimate Guide to Patient Comfort

in Magnetic-Resonance Imaging (MRI)

Cut Rescans  
**BY 20%**

Recapture  
**\$115k**  
Per Scanner

**GUIDE INSIDE.**

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# Turning MRI Anxiety into Efficiency:

## How Sound, Light, and Choice Transform the Scan Room



*By the time Megan Reeves, chief technologist at Horizon Imaging, powers-up her MRI scanner each morning, there's already a line of tense patients clutching gown ties. She wants every study to be "first-time-right," yet the very tool that reveals microscopic detail also pounds out noise louder than a jackhammer. The result? Fear, flinches, and far too many rescans.*

### THE UNSEEN ENEMY: NOISE OVER 120 DB

MRI acoustics can spike above 120 dB, roughly the roar of a rock-concert, forcing staff to hand out generic foam plugs that muffle only part of the hammering.

### ANXIETY STARTS IN THE WAITING ROOM

Clinical data confirm what Megan sees: about 91 % of people arriving for imaging already feel high anxiety, and 69 % go on to show measurable autonomic stress reactions that can blur images—racing pulse, shallow breathing, elevated blood pressure. A multi-site efficiency survey found anxiety, not claustrophobia, is the No. 1 trigger of patient motion, striking nearly 28% of scans and occurring almost 2x as often as pain or claustrophobia.

### WHEN MOTION BECOMES MONEY

Motion artifacts aren't just a radiologist's nuisance; they're a revenue leak. Roughly one in five MRI exams must be repeated because a patient became nervous and twitched, or pressed the panic button. Each repeat sequence devours table time and may void reimbursement. Andre et al. peg the annual revenue loss at \$115,000 per scanner, while the same survey warns that when motion does strike, 70% of affected series may be non-diagnostic. Multiply that by an average of 20 % repeats, and the financial stakes become painfully clear.

### BEYOND PROFIT: A NEW STANDARD OF CARE

When Horizon Imaging replaced foam plugs with the full comfort stack, Megan didn't just regain schedule control; she restored trust. Patients stopped dreading stay-still instructions; staff felt less rushed; referring clinicians noticed sharper studies delivered on time.

*"Patients who feel comfortable and secure are less likely to engage in behaviors that compromise the quality of their imaging study," notes one radiology review. **Comfort isn't a luxury; it's a clinical prerequisite—and now, with integrated audio and ambient tech, it's easily attainable.***



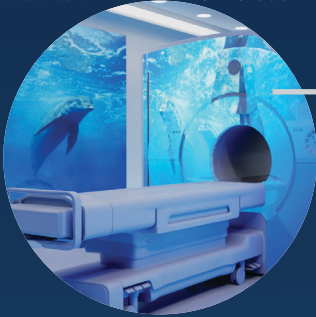
# Business Case for Comfort

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- ▶ **NOISE HAZARD** – MRI acoustic peaks rival a jet engine; SWA's headsets and plugs provide an ANSI-verified 29 dB NRR, the highest in the category.
- ▶ **PATIENT ANXIETY** – 91 % of patients arrive highly anxious, triggering physiologic changes that blur images.
- ▶ **MOTION DOMINO EFFECT** – Anxiety causes motion almost twice as often as claustrophobia, impacting 28 % of scans.
- ▶ **OPERATIONAL DRAIN** – Motion forces 1 in 5 sequences to be repeated and can strip \$115,000 in annual revenue from a single scanner.



# Meet the Comfort Tech Stack



## Ambiance System

Multisensory lighting, projection & sound create a soothing, patient-controlled atmosphere.

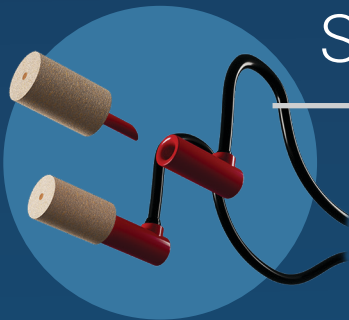
Herlev Hospital cut rescans 70 % after adding an in-bore ambient experience.



## Sono Audio Suite

MRI Compliant music & communication system lets techs talk while patients stream favorite audio.

Bluetooth connectivity and AutoVoice for breath-hold sequences.



## SonoCoil™ Headset

Slim in-coil headset + SonoPlugs™ earplugs deliver full-range sound with 29 dB NRR.

Independently ANSI-tested; fits every 1.5 T & 3 T coil.



## SonoMuff Ultra™

Over-the-ear muffs for MRI (not for use in conjunction with a head coil).

30 dB SNR with soft-seal cushions for long protocols.

# ROI & Outcomes

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## IMAGE INTEGRITY

When comfort tools are active, 70 % of motion-hit images return to diagnostic quality.



## THROUGHPUT GAIN

Calmer patients shave ~4 min off average slot time, opening two extra studies per day.



## COST AVOIDANCE

Avoided motion artifacts translate to \$115,000 annually per scanner in preserved revenue.



## STAFF MORALE

Highly-engaged teams rank patient-comfort efforts the #1 driver of positive experience.

## Key Takeaways

Noise & Anxiety are **solvable workflow problems**, not clinical inevitabilities.

**A single, integrated comfort stack**—Ambiance System + MRI-Safe Stereo + 29 dB headsets—delivers the biggest efficiency lift.

**Financial upside is tangible:** up to \$115 k recaptured annually while protecting patients and staff from stress fatigue.

Patient-controlled environments **build loyalty and referrals**, reinforcing your brand as a comfort-first imaging center.



# Implementation Blueprint



## ASSESS & PLAN

15-min virtual walk-through to map noise hot-spots and anxiety triggers.



## INSTALL & TRAIN

Drop-in hardware installs in quickly; staff-ready scripts coach patients on audio & lighting choices.



## INCREASE THROUGHPUT

Ensure that your patients remain calm and feel well cared for, reducing the need for rescans significantly.

## Ready to Build a Comfort-First MRI Suite?

Schedule your personalized workflow audit and see how quickly you can convert anxiety into efficiency.

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