Oras Medical

HOW TO IMPROVE SAFETY, REDUCE RISK, AND **MAKE CONFIDENT CLINICAL DECISIONS USING DIAGNOSTIC IMAGING!**

INTRODUCTION

Every day, clinicians and practitioners are required to make critical decisions.

- Should this patient be escalated to hospital?
- Is intervention necessary - or avoidable?
- Is this treatment safe to proceed?

These decisions often need to be made quickly - and under pressure. But in many cases, these decisions are made without enough certainty.

The result?

- Unnecessary hospital admissions
- Avoidable complications
- Delays in care
- Increased risk for patients and practitioners

This guide explores how diagnostic imaging is changing that — helping professionals make safer, faster, and more confident decisions at the point of care.

SECTION 1:

THE REAL PROBLEM: DECISION-MAKING UNDER UNCERTAINTY

Across healthcare and aesthetic practice, one issue remains constant:

Uncertainty at the point of decision

In healthcare settings:

- Clinicians may escalate patients “just in case”
- Catheterisation may be performed without clear confirmation
- Decisions rely on symptoms rather than objective data

In aesthetic practice:

- Treatments may proceed without full anatomical clarity
- Risk of complications increases (e.g. vascular occlusion)
- Confidence depends on experience rather than real-time insight

In both cases:

Decisions are made without full visibility

And when visibility is low:

- Risk increases
- Confidence decreases
- Outcomes suffer

SECTION 2:

THE COST OF GETTING IT WRONG

The consequences of uncertain decision-making are significant.

In healthcare:

- Avoidable hospital admissions (£2,000–£4,000 per case)
- Increased catheter-associated infections (CAUTIs)
- Patient distress and disruption
- Higher workload for staff and services

In aesthetic practice:

- Increased risk of complications
- Patient dissatisfaction and reputational damage
- Legal and regulatory risk
- Loss of practitioner confidence

The reality is simple:

When decisions are made without sufficient insight, safety is compromised.

SECTION 3:

WHY THIS HAPPENS

If the risks are so clear, why does this still happen?

1. Lack of real-time diagnostic tools

Many settings do not have immediate access to imaging.

2. Over-reliance on external services

Referrals, hospital visits, and third-party assessments slow decision-making.

3. Limited training and confidence

Even when tools exist, many professionals are not trained to use them effectively.

This creates a gap:

Access does not equal adoption

SECTION 4:

THE SHIFT: FROM REACTIVE TO INFORMED DECISION-MAKING

The most effective teams are moving away from:

Reactive decision-making
"Escalate just in case"
Assumption-based assessments

And toward:

Real-time assessment at the point of care
Data-driven decision-making
Increased confidence and control

This shift is powered by:

Accessible diagnostic imaging + proper training

SECTION 5:

HOW DIAGNOSTIC IMAGING IMPROVES SAFETY

1. Provides real-time insight

- Immediate visibility into what is happening internally
- Reduces guesswork

2. **Enables faster decisions**

- No need to wait for external referrals
- Supports immediate action

3. **Reduces risk**

- More accurate assessments
- Safer interventions

4. **Builds confidence**

- Clinicians and practitioners can act with clarity
- Reduces reliance on assumption

Ultimately:

Better insight leads to safer decisions

SECTION 6:

REAL-WORLD APPLICATION: HEALTHCARE

In care homes, community healthcare, and hospital settings:

Common scenarios:

- Suspected urinary retention
- Agitation or confusion in patients (especially dementia)
- Suspected infection or discomfort
- Night-time decision-making with limited support

With diagnostic imaging:

- Assess bladder volume at bedside
- Avoid unnecessary catheterisation
- Reduce hospital transfers
- Improve patient comfort and safety

Outcome:

Faster decisions
Reduced risk
Improved care quality

SECTION 7:

REAL-WORLD APPLICATION: AESTHETIC PRACTICE

In care homes, community healthcare, and hospital settings:

Common challenges:

- Limited visibility of underlying anatomy
- Risk of injecting near vascular structures
- Managing complications

With diagnostic imaging:

- Visualise anatomy in real-time
- Improve injection precision
- Reduce complication risk
- Enhance patient trust and outcomes

Outcome:

Safer treatments
Increased practitioner confidence
Better patient experience

SECTION 8:

THE MISSING PIECE: CONFIDENCE THROUGH TRAINING

Having access to diagnostic tools is not enough.

The real challenge is:

Knowing how to use them confidently in real-world situations

This requires:

- Practical, hands-on training
- Understanding when and how to apply imaging
- Ongoing support and guidance

Without this:

Devices are underused
Confidence remains low
Impact is limited

With this:

Adoption increases
Outcomes improve
Confidence becomes consistent

SECTION 9:

BRINGING IT ALL TOGETHER

Improving safety and reducing risk is not about:

- More pressure
- More guesswork
- More escalation

It's about:

Better insight
Better tools
Better confidence

When clinicians and practitioners can assess at the point of care, they make better decisions - and safer ones.

NEXT STEP

If you want to see how this applies in your setting:

Join Our Free Webinar

Make Faster, Safer Decisions at the Point of Care

Learn how to:

- Reduce uncertainty
- Improve safety
- Use diagnostic imaging confidently

Reserve Your Free Spot

Or Book a Free Clinical Adoption Session

Get personalised guidance on:

- How this works in your setting
- The right device and training approach
- How to implement safely and effectively

Book Your Free Session