



IMAGING ADVANTAGE LAUNCHES OPERATIONS AT ST. JOSEPH'S MEDICAL CENTER

Improved patient care and enhanced services delivered through local radiologists

Stockton, CA — September 4, 2009 — Imaging Advantage LLC (imaging-advantage.com), a leading national radiology management company, today announced the successful launch of services at St. Joseph's Medical Center, a 294-bed facility that includes extensive trauma services, a women's imaging clinic, and an imaging center. St. Joseph's is the largest center in the San Joaquin-Sierra region of the 42 hospital Catholic Healthcare West system.

Donald J. Wiley, President of St. Joseph's Medical Center, explained, "There is tremendous growth opportunity in our market and Imaging Advantage has delivered expertise and management as a true partner to capitalize on this. When the local radiology group and St. Joseph's Medical Center mutually decided they were not going to renew their agreement, we conducted a national search for options, including an RFP process that included a number of practice management companies and other group practices. Imaging Advantage was by far the most impressive. Not only did Imaging Advantage present a compelling business case, they met with the existing radiologists, extended several highly competitive offers, and embraced many into their team. This was important to our staff physicians and to the Stockton community."

According to Dr. Louise Del Paine, from the former radiology group, "Imaging Advantage had a very inclusive approach, presented a clear strategy which considered not only the hospital's needs, but the radiologists' as well. They actually listen. Imaging Advantage is also well positioned, I believe, to protect its doctors' financial interest with the impending changes in healthcare."

According to Terry Spring, Vice President of St. Joseph's Administration, "Imaging Advantage provided a team of a dozen managers, each with different areas of expertise, who have been working for months to ensure a smooth and successful transition – which was pleasantly seamless. We have been receiving comprehensive weekly reports, and the team is highly responsive to us 24x7."

Dr. Rahul Somani, Imaging Advantage's appointed medical director, a board certified diagnostic and interventional radiologist who trained at Yale University and Massachusetts General Hospital (MGH) stated, "Imaging Advantage's team of highly qualified subspecialty-trained radiologists are able to provide the Stockton community with new state-of-the-art intervention and imaging procedures. We can now deliver extremely high quality 3D CTA and MRA image reconstructions from MGHs' 3D Lab, in some cases obviating the need for diagnostic angiography. We are also providing 24/7 final interpretations on all STAT examinations. The level of patient care is excellent."

St. Joseph's offers a full range of services including a state-of-the-art Heart Center with open heart services, neonatal intensive care, emergency services, and the St. Joseph's Regional Cancer Center which offers comprehensive radiation therapy services.

ABOUT IMAGING ADVANTAGE

Imaging Advantage LLC, a nationally recognized radiology management company, is focused on improving services in local communities and achieving excellence in patient care. By utilizing 'best in class' services and enlisting local groups and radiologists, Imaging Advantage is able to serve local communities with the highest quality standards and a full complement of subspecialty services. Imaging Advantage's radiologists are 100% U.S. based.

Imaging Advantage has a contract with Massachusetts General Hospital radiology to provide 3D rendering services. MGH has representatives on the Imaging Advantage Medical Advisory Board and a separate oversight board for 3D reflecting MGH's interest in promoting the 3D work where MGH has 10 years of experience delivering centralized services.

To learn more about Imaging Advantage's services, visit imaging-advantage.com.

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