

vRad[®] INTERPRETATION
ServicesSM

EMERGENCY

vRad[®]



vRad is a national radiology practice working in partnership with local radiologists and hospitals to optimize radiology's pivotal role in patient care.

Not only is vRad an exceptional radiology practice, but we are also a leader in the development of next-generation technology for radiology. This technology, designed by radiologists for radiology, enhances productivity, helping to lower the overall cost of care and expediting time to diagnosis and treatment.

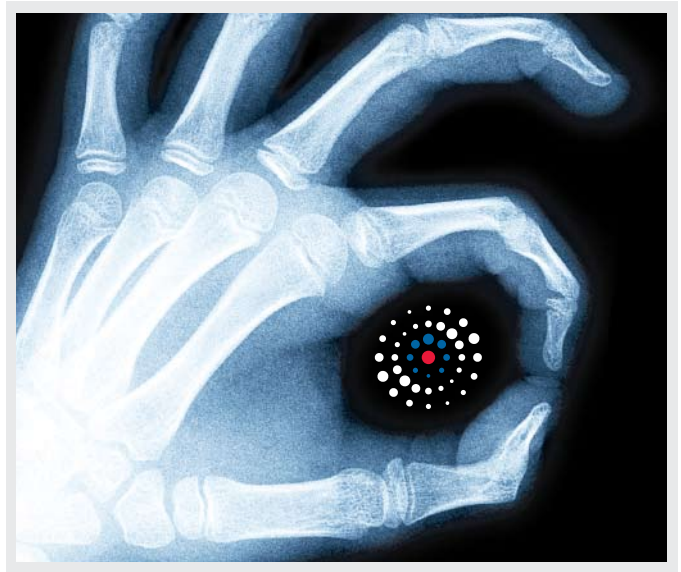
vRad at a glance

- 400+ radiologists serving 2,700+ facilities
- 7 million studies read annually, including more than 2 million final interpretations
- vRad's patented technology routes studies to the right radiologist at the right time
- 24/7/365 client and technical support from award-winning Operations Center
- Technology that powers our practice—vRad® VaultSM, vRad® Enterprise ConnectSM and vRad® ResultsSM—now commercially available to our clients

RADIOLOGIC INTERPRETATIONS

Established in 2001, vRad's first clients contracted for preliminary radiologic interpretations during nights, weekends and vacations.

Today, almost a decade later, vRad is one of the largest radiology practices in the United States, serving 2,700+ facilities. Clients appreciate having continuous access to our 400+ U.S.-based radiologists and the range of subspecialty expertise they represent.



vRad Provides:

- Preliminary & final interpretations
- 24/7/365 coverage
- Average emergent turnaround times of less than 30 minutes, day or night
- Industry-leading accuracy rate of 99.8 percent for preliminary interpretations and 99.9 percent for final interpretations
- Expertise in highly specialized studies, including breast imaging, computed tomography angiography (CTA), cardiac CTA and positron emission tomography (PET)
- Award-winning Operations Center to manage every order, from start to finish, and ensure clients' quality expectations are met
- Rigorous Quality Assurance Program
- HL7 integration experience for any RIS or PACS

FINAL INTERPRETATIONS—MAXIMUM EFFICIENCY AND ACCESS TO COMPREHENSIVE SUBSPECIALTY EXPERTISE

vRad's final interpretations enhance the productivity of your radiologists and your reach to serve your community.

Instead of starting each day with over-reads from the previous night and running into backlogs of cases, radiologists start each day focused on new patients. By doing today's work today, vRad clients have gained productivity of as much as a half-time radiologist. This time can be spent reading new studies or expanding your practice.

"By switching from preliminary interpretations to final interpretations we gained an estimated 26 hours per week in radiologists productivity." Dr. Thomas Presbrey, Radiologist at Florida Radiology Consultants, P.A.

No matter where your patient is located or what your patient's need, you have immediate, around-the-clock access to high-quality subspecialty radiology expertise. This is vitally important as conscientious healthcare organizations strive to enhance patient care with comprehensive subspecialist access and decreased time to diagnosis and treatment.

Final interpretations at a glance:

- No more over-reads from yesterday
- Increase productivity
- Full complement of subspecialists to fill gaps in expertise

FINAL INTERPRETATIONS—SEEMINGLY COMPLEX BILLING MADE SIMPLE

The billing rules for outsourced final interpretations, at first, appear complex and challenging. vRad has established a proven and effective billing process and guide you through every step – enrollment through payment.

Final Interpretations customers have billing options:

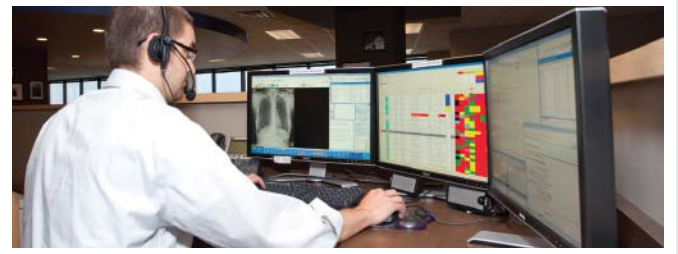
- Fee-for-service – Clients remain in control of billing payers and remit to vRad a fee for each performed interpretation. vRad ensures clients are compliant in billing and are receiving maximum payment for each scan.
- Payer direct – Payer direct is truly the maintenance free option. Rather than pay an interpretation fee and then file for payer reimbursement, clients authorize vRad to bill payers directly. You save time and administration, and reduce reimbursement risk.

OPERATIONS CENTER—ROUTING TO THE RIGHT RADIOLOGIST AT THE RIGHT TIME

vRad's Operations Center is the heart of our practice. Using our patented workflow technology, the Operations Center monitors every incoming order from across the country—from the moment the order is received to the moment it is assigned to a reading radiologist, from the moment the interpretations report is complete to the moment it is forwarded to the ordering physician or organization. Every step is recorded, time stamped and supervised to ensure expeditious service.

Our workflow technology's rules-based auto-routing feature ensures that orders are assigned to the right radiologist at the right time. Any time an imaging report involves critical findings, the Operations Center facilitates a conversation between the ordering physician and reading radiologist. Details of this exchange are documented to ensure patient safety and compliance with government and industry guidelines.

You never have to track anyone down. Our Operations Center staff contacts radiologists for you when your physicians, nurses and technologists want to discuss an order or report.



Operations Center at a glance

- Award-winning Operations Center based in Eden Prairie, Minnesota
- Client & Technical support 24/7/365
- Single point of contact for clients, medical facilities and radiologists
- Calls answered within 10 seconds on average
- Constant monitoring of every order
- Average emergent turnaround times of less than 30 minutes, day or night
- Personal contact for critical findings facilitated and documented
- Direct communication with radiologists whenever you need it
- Dedicated customer service for order management, troubleshooting and communications

QUALITY

Efficiency: vRad has maintained average emergent turnaround times of less than 30 minutes, day or night, throughout the company's growth. This quality indicator is a hallmark of who we are and what we represent and we will not compromise this measure of excellence. The patented workflow technology employed by our Operations Center is key to our turnaround time efficiency.

ACCURACY OF INTERPRETATIONS

vRad's Final Interpretations¹ **99.9%**

vRad's Preliminary Interpretations² **99.8%**

Industry Study, Soffa et al³ **98.9%**

Industry Study, Wong et al⁴ **97.0%**

QUALITY ASSURANCE PROGRAM

vRad's longstanding, multi-faceted, Quality Assurance Program is key to our effectiveness. Elements of this program include:

- Your watchful eye: Client radiologists over-read over 2 million preliminary interpretations annually. If you identify a possible discrepancy, you alert us and our quality assurance team rereads the report and follows up with a complete accounting. Clients receive regular reports detailing total reads and discrepancy outcomes.
- Our watchful eye: Members of our Quality Assurance Review Committee over-read 1 percent of randomly selected final interpretations daily. This ensures that we maintain performance accuracy that exceeds industry standards.

Our Quality Assurance Program ensures continuous improvement and helps you demonstrate quality to your customers, your leadership, your colleagues, your board members and—most important—your patients. With vRad, accuracy rates aren't an unknown. Quality is measurable and demonstrable. In an environment focused on doing more with the same or fewer resources, increasing efficiency and decreasing waste, vRad is well positioned to help you succeed.

1 vRad preliminary interpretations accuracy rates from 4,880,000 studies as collected and reviewed between 2006-2010.

2 vRad final interpretation accuracy rates from 1,620,000 studies as collected and reviewed between 2006-2010.

3 Wong, W. (2005). Outsourced teleradiology imaging services: an analysis of discordant interpretation in 124,870 cases. *Journal of the American College of Radiology*, 2(6), 478-484.

4 Soffa, D. (2004). Disagreement in interpretation: a method for the development of benchmarks for quality assurance in imaging. *Journal of the American College of Radiology*, 1(3), 212-217.

ADDITIONAL SERVICES

vRad Peer Review—Founded from vRad's Own Industry Leading Quality Assurance Program.

Radiologists today must participate in a physician peer-review program to meet American College of Radiology, Joint Commission and internal hospital requirements. vRad Peer Review is an easy and effective solution.

Next-Generation Technology—Let the Technology That Works for Us Work for You

vRad's 400+ radiologists read an average of 50 percent more studies than the national average, with higher overall quality. They accomplish this with technologies developed by vRad—vRad Enterprise Connect, vRad Vault, and vRad Results; all are available to our clients to enhance productivity and patient care.

