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FOR IMMEDIATE RELEASE

vRad Receives a 2014 Gold RBMA Quest Award for Radiology Patient Care Indices Web Site

Web Site Recognized for Creativity, Originality and Innovation

MINNEAPOLIS, MN — (March 14, 2014) vRad (Virtual Radiologic), the nation's largest telemedicine company and radiology practice with more than 450 physicians, today announced that it received a Radiology Business Management Association (RBMA) Gold Quest award for its Radiology Patient Care^{SM} (RPC) Indices web site at www.vrad.com. This award recognizes companies for the best use of a web site for patient and physician education.

The RBMA judges evaluated each entry according to the degree to which it met or exceeded the strategic objective; overall creativity and originality; and quality of execution. Judging is based on overall effectiveness, innovation, performance and success.

"With the healthcare and radiology markets undergoing rapid change, status quo marketing tactics are no longer an option," said David C. Trachtenberg, vRad's Chief Solutions Officer. "Innovative delivery of innovative ideas has helped vRad engage with our radiology and hospital partners more effectively. In fact, since vRad launched the RPC Indices using our online interactive infographics, we have seen web site traffic increase with more engaged visitors spending 75 percent more time on the web site and looking at 30 percent more pages."

The RPC Indices, the first set of findings-based national and peer group radiology benchmarking metrics, are derived from vRad's clinical database of more than 24 million imaging studies from over 2,000 facilities in all 50 states. vRad's database is a national projection of the U.S. market; the RPC Indices are aggregated from radiology studies normalized on key variables including patient age and gender, body region, geography, facility size and three distinct radiology shifts -- each with implications on operational efficiency, costs and patient care quality. The RPC Indices are a "living library" of statistically significant metrics that provide hospitals, radiology groups and health systems with objective comparisons of their use of imaging to national averages and relevant peer groups. To view vRad's interactive infographics and see inside the data, visit www.vrad.com.

Click to tweet: @vRad Receives 2014 Gold #RBMA Quest Award - #RPCIndices Web Site Recognized for Creativity, Originality and Innovation #imaging

About vRad

vRad (Virtual Radiologic) is a global telemedicine company and the nation's largest radiology practice with over 450 physicians. Our patented software, data, and clinical processes allow referring physicians to quickly and securely pass patient imaging and information to specialists in order to improve the speed, accuracy, and cost of clinical diagnosis. vRad's physicians and operational platform serve 2,000+ hospitals, reading over 7 million patient radiology reports annually. vRad is also a leader in healthcare informatics: its RPC^{SM} (Radiology Patient Care) Indices are the first findings-based national and peer group benchmarking metrics for the use of radiology imaging. Our analytics platform includes over 24 million imaging studies, growing at 600,000 per month. vRad's clinical expertise and evidence-based insight help clients make better decisions for the health of their patients and their practices. For more information, visit www.vrad.com. For real-time updates, follow us on Twitter (@vRad), or "like" us on Facebook.

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