



Media Contacts:

Keri Couples, vRad

(952) 595-1496

keri.couples@vrad.com

FOR IMMEDIATE RELEASE

RBMA Selects vRad for its Value Innovation Lab

At Fall Educational Conference Sept. 27-29

Case Study on Radiology Data Analytics to be Presented

MINNEAPOLIS, MN—(September 22, 2015) vRad (Virtual Radiologic), an affiliate of [MEDNAX](#), Inc. (NYSE: MD) and the nation’s leading telemedicine company and radiology practice, announced today that it was selected to present during the “Value Innovation Lab” roundtable session at the Radiology Business Management Association (RBMA) 2015 Fall Educational Conference taking place in Austin, Texas September 27-29, 2015.

vRad’s submitted case study “Radiology Data Analytics: Preparing radiology practices for the next level of value for the healthcare enterprise” was chosen by the panel of judges for its relevancy, originality and significance to demonstrate how, as a radiology practice, vRad is adding value to the healthcare enterprise.

vRad’s experience supports that radiology analytics are the best way to drive evidence-based discussions with hospital partners. As noted in the submission, fact-based insights to improve imaging service quality drives a cascade of positive effects, including accurate diagnoses, effective treatments and greater cost-efficiencies with patients getting healthier, spending less time in the hospital and using fewer scarce hospital resources. With analytics, radiology becomes an indispensable partner to hospitals vs. a cost center to be managed.

Consistent with RBMA's motto of "Progress through Sharing," vRad's case study will be presented and displayed during a roundtable session on Monday, September 28, 2015 from 11:15 am to 12:15 pm, local time. In addition, vRad experts will be available to meet with all attendees at Booth 212 during exhibit hours.

About RBMA

The RBMA is an industry-leading organization comprised of more than 2,400 professionals who focus on the business of radiology. RBMA members support diagnostic imaging, interventional radiology and radiation oncology providers in the full spectrum of practice settings. RBMA connects members nationwide to valuable information, education, and practice-related resources and serves as an authoritative industry voice on behalf of shared member interests. Visit www.rbma.org for more information.

About vRad

vRad (Virtual Radiologic) is a leading outsourced radiology physician services a telemedicine company with over 350 U.S. board-certified and eligible physicians, 75% of whom are subspecialty trained. It is an affiliate of [MEDNAX](#), Inc. (NYSE: MD), a national medical group specializing in neonatal, anesthesia, maternal-fetal, pediatric cardiology and other pediatric physicians services.

The company interprets over 5 million patient studies annually—and processes over 1.3 billion images on the world's biggest and most advanced teleradiology PACS—for its 2,100+ client hospital, health system and radiology group facilities. A winner of [Frost & Sullivan's Visionary Innovation Award](#) for Medical Imaging Analytics (North America) and a leader in imaging analytics, vRad provides access to the only radiology patient care benchmarking platform (vRad RPCSM Index) with 31 million+ normalized imaging studies, growing at 400,000 per month. vRad's clinical expertise and evidence-based insight help clients make better decisions for the health of their patients and their imaging services. For more information about the company, please visit www.vrad.com. Follow us on [Twitter](#), [Facebook](#) and [LinkedIn](#).