



VIRTUAL RADIOLOGIC™

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FOR IMMEDIATE RELEASE

VIRTUAL RADIOLOGIC BRINGS EXPERT BREAST IMAGING SOLUTIONS TO WOMEN ACROSS THE COUNTRY

Together With Technology, vRad Is Expanding the Delivery of Early Detection, Saving Lives

EDEN PRAIRIE, Minn., March 15, 2011—Virtual Radiologic (vRad), a technology-enabled national radiology practice, today announced the launch of an innovative delivery of breast imaging solutions that will expand access to the highest-quality interpretations from fellowship-trained subspecialists across the United States.

“One out of every eight women will be diagnosed with breast cancer in the course of their lifetime. Early detection has contributed to the 22% drop in the breast cancer mortality rate; it is a huge victory, but it is not good enough,” said Arlene Sussman, MD, vRad’s director of breast imaging. “vRad’s new program will advance early detection by combining national access to fellowship-trained subspecialists with technology that routes images quickly and efficiently while enabling communications between vRad’s subspecialists, onsite radiologists and referring physicians.”

Through extensive experience in breast imaging and knowledge gained through fellowship training, vRad’s subspecialists are able to provide the highest quality of breast imaging service to women, including experienced reads from newer technologies like Breast MRI, tomography and nuclear breast imaging. According to a study published in *Radiology*, of over 1 million mammograms, fellowship training significantly improved sensitivity and overall accuracy¹.

“All practices and their hospital and clinic partners can benefit from access to vRad’s full-service support from highly trained specialists in this field,” says Dr. Sussman, the former radiology department director for Memorial Sloan-Kettering Cancer Center, “but small and mid-size radiology practices without the patient volume to justify a breast imaging specialist will find it absolutely invaluable. Even the larger practices with subspecialists on staff can use the program for overflow and staffing coverage. As a national radiology practice with the kind of volume that converts to quality, we understand the need for demonstrated quality outcomes and are proud to work in partnership with local radiology practices to effectively serve women in their community.”

As a result of the recent conversion of 74% of the nation’s mammography units from Screen Film Mammography to Full Field Digital Mammography, vRad is now able to partner with local radiology practices in remote areas, allowing nearly instantaneous transfer of mammography scans from anywhere in the country. This results in quicker and more accurate diagnoses for women concerned about the possibility of breast cancer.

After clients’ scanning and information systems are connected to vRad’s technology platform, mammography studies and patient information can be quickly and automatically routed to fellowship-trained breast imagers. However, the workflow efficiency goes beyond speed. When combined with MagView’s[®] structured reporting system, vRad facilitates direct communication between vRad’s radiologists and remote technologists about the magnified views critical in providing the most accurate breast cancer detection.



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vRad's technology platform also enables radiology practices and their clients to have real-time communication with subspecialists, further enabling the fully integrated alignment and interdisciplinary collaboration that improves quality.

"vRad is committed to expanding access, improving quality and lowering costs by partnering with local radiologists. Together we are transforming the delivery of breast imaging for patients, while allowing hospitals to treat their patients locally, avoiding the inconvenient and unnecessarily stressful trips to providers outside their community," said Rob Kill, vRad president and chief executive officer.

With its 99.8% accuracy rate for final interpretations, vRad is now applying its long-standing, multi-faceted Quality Assurance program to breast imaging as an innovative telemedicine delivery model. Continually recognized for high-quality reports and industry-leading service, vRad has been ranked No. 1 for three consecutive years in the "Top 20 Best in KLAS Awards" report for the teleradiology services category by independent health care research firm KLAS.

For more information about Virtual Radiologic's products and services, please visit www.vrad.com, e-mail info@vRad.com or call (800)737-0610.

About Virtual Radiologic

Virtual Radiologic (vRad) is a technology-enabled national radiology practice working in partnership with local radiologists and hospitals to optimize radiology's pivotal role in patient care. vRad's more than 325 radiologists serve 2,700+ facilities, reading 7 million studies annually. Delivering access to extensive subspecialty coverage, vRad contributes to improved quality of patient care. And with its next-generation technology, vRad enhances productivity, helping to lower the overall cost of care while expediting time to diagnosis and treatment. For more information, visit www.vrad.com. For real-time updates, follow @vRad on Twitter.

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ⁱElmore, J. G., Jackson, S. L., Abraham, L., et al. (2009, December). Variability in interpretive performance at screening mammography and radiologists' characteristics associated with accuracy. *Radiology*, 253, 641–651.