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FOR IMMEDIATE RELEASE

Latest vRad—Building World-Class Breast Imaging Services
Virtually Anywhere with Telemedicine Best Practices

Women's Health Expert to Discuss On-Demand Access to Specialty
Clinical Expertise for Underserved Patient Communities

MINNEAPOLIS, MN — (March 3, 2015) vRad (Virtual Radiologic), the nation's largest telemedicine company and radiology practice, today announced that Arlene Sussman, MD, a highly regarded breast imaging and breast health expert, will host a live webinar to explore how telemedicine best practices allow for the access and delivery of specialized breast imaging services for women virtually anywhere. Click here to register for "Building a World-Class Breast Imaging Service Line" on March 4, 2015 at 1:00 pm CT.

Hospitals must find ways to provide additional value to patient communities by offering new services, like women's imaging, or improving the efficiency of existing ones, regardless of geographic location. Challenges for expanding women's health resources include affordable access to fellowship-trained mammographers and the full range of breast health-related expertise, including screening and diagnostic mammography, breast ultrasound and breast MRI. Dr. Sussman will discuss how telemedicine can offer ways to quickly implement new—or enhance existing—breast imaging services, so women everywhere can obtain higher quality specialized imaging at a lower cost to hospitals.

vRad's partners leverage its patented clinical platform and imaging workflows to access on-demand breast center-level quality imaging services, resulting in faster turnaround times for diagnoses to physicians—and communication of results to patients. Telemedicine best practices also include real-time delivery of diagnostic results using virtual consultations with technologists, referring physicians and even patients, when required.

"vRad's clinical telemedicine partners have on-demand access to breast center-level services and quality—whether they are serving women on Park Avenue in New York or in the mountains of rural California," said Dr. Sussman. "That means any healthcare facility can expand compassionate and cost-effective women's health services, like early detection and screening

mammography, virtually anywhere, so underserved patient communities have faster and broader access to high quality, life-changing clinical expertise."

Dr. Sussman is Medical Director and Director of vRad Breast Imaging. She holds medical licenses in 46 states and Washington, D.C. and has more than 20 years of dedication to breast cancer education and awareness. She has expertise in digital mammography, breast tomosynthesis (3D mammography), breast sonography, and breast MRI, along with stereotactic-, MRI- and ultrasound-guided biopsies. She is a graduate of Cornell University Medical College and trained at St. Luke's-Roosevelt Hospital and New York University Hospital. She previously served as director of the Department of Radiology, Outpatient Division at Memorial-Sloan Kettering Cancer Center and as director of Women's Imaging at Winthrop University Hospital. In addition to teaching appointments at Cornell University Weil Medical College and the New York Institute of Technology, she is a member of the Long Island Radiological Society, the Society of Breast Imaging and vRad's New York Radiology Alliance (NYRA) practice.

Click to tweet: @vRad Webinar 3/4/15 >Building World-Class Breast #Imaging Svces Anywhere Using #Telemedicine Best Practices. Regstr >http://bit.ly/186dLVG

About vRad

As a global telemedicine company and the nation's largest radiology practice, vRad (Virtual Radiologic) is dedicated to advancing the practice of radiology for clients and the patients we collectively serve. vRad's radiologists read over 7 million patient radiology reports annually and have an average of over 18 state licenses and 100+ facility credentials to read studies for hospital, health systems and radiology group clients.

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. The company's analytics platform includes more than 30 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 about the Company, including vRad's Frost & Sullivan Best Practices Award, please visit www.vrad.com. For real-time updates, follow us on Twitter (@vRad), or "like" us on Facebook.

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