

**FOR IMMEDIATE RELEASE**

**lifIMAGE debuts its e-sharing platform for diagnostic imaging**

*New customers will discuss their adoption of the universal imaging Inbox and lila™ at the lifIMAGE booth at RSNA*

**BOSTON, MA (November 27, 2009)** – [lifIMAGE \(http://www.lifeimage.com\)](http://www.lifeimage.com), inventor of the [universal imaging Inbox](#), will demonstrate its diagnostic [image sharing platform](#) at this year's meeting of the Radiological Society of North America (RSNA), in booth number 7532. The lifIMAGE Inbox makes it possible to securely collect, view, and share imaging cases among hospitals, physicians, and patients, anywhere with an Internet connection.

With the company's initial service offering, hospitals and academic medical centers can deploy the enterprise version of the software, [lifIMAGE Local Appliance \(lila\)™](#), to provide any physician or their administrative staff with the ability to manage the increasing volume of incoming patient CDs. Using lila, clinicians can conveniently review and share any imaging study with fellow clinicians. When necessary, lila's workflow and quality assurance process enables sharing of outside imaging studies with the facility's RIS/PACS.

The company's early adopters include Continuum Health Partners (CHP), a nonprofit hospital system in New York, NY, that comprises five distinguished hospitals, Beth Israel Medical Center, Roosevelt Hospital, St. Luke's Hospital, Long Island College Hospital, and the New York Eye and Ear Infirmary. CHP is featured on the most recent *U.S. News and World Report* list of "America's Best Hospitals."

Another early adopter is Bronx, NY-based Montefiore Medical Center, the University Hospital and Academic Medical Center for the Albert Einstein College of Medicine. Montefiore ranks among the top one percent of all U.S. hospitals for investments in medical innovation and cutting-edge technology. Montefiore represents one of the busiest emergency departments in the country, and it receives more than one million annual visits to its faculty practices.

Dr. Keith Dreyer, Vice Chairman of Radiology, Massachusetts General Hospital, Harvard Medical School, and Corporate Director of Medical Imaging at Partners Healthcare, plans to deliver a talk entitled Cross-Provider Medical Image Sharing at RSNA. Dr. Dreyer explains, "The evolution of imaging informatics is moving us from enterprise based focus to broader sharing capabilities, including patients' access to records from any facility. Moving forward, standards-based image sharing platforms such as lifIMAGE will play an important role."

Hamid Tabatabaie, founder and CEO of lifIMAGE, says, "Previously, as PACS vendors, we helped radiology go digital and improve clinical quality and turnaround time. Now, our vision for lifIMAGE is to go the rest of the way and truly harness the power of the Web and cloud computing to connect patients, physicians, and hospitals. Hospitals have invested millions of dollars in RIS/PACS, yet we still send patients home with a CD that may or may not work at the next facility and therefore necessitate a repeat exam or result in a missed diagnosis." He went on to say, "Our goal is to safely and simply bring down communication barriers, reduce the billions spent on redundant exams, and avoid unnecessary exposure of patients to extra radiation. It is an honor to have such prestigious institutions endorse our vision."

Amy Vreeland, co-founder and SVP, responsible for product definition and direction, explains that "lifIMAGE's open and flexible architecture supports multiple browsers on Mac and PC platforms. Inbox users simply need their favorite browser and Adobe's Flash player, which already exists on nearly all personal computers. The Inbox is used to upload and view studies, share studies with others, receive shares from others, or download the content to a preferred viewer on their desktop, such as Osirix or eFilm." She goes on to describe the lifIMAGE platform as a "versatile

network that is easily and affordably adopted for countless and innovative use cases. lifeIMAGE is the antithesis of the common point-to-point solutions that serve single rigid tasks.”

At RSNA 2009, the company will demonstrate its innovative HIPAA-compliant cloud-based platform on EMC’s Atmos compute and storage cloud services. lifeIMAGE will feature the advantage of using the cloud to allow trauma centers and emergency departments to receive patient studies on demand, from any referring site using only an Internet connection. The company will also demonstrate the capability for individual doctors, physician groups, imaging centers, or hospitals to open their lifeIMAGE universal Inboxes directly on lifeIMAGE.com. This Software as a Service (SaaS) model is an affordable alternative to today’s expensive teleradiology infrastructure for low- to medium-sized facilities.

On the consumer front, the lifeIMAGE e-sharing platform empowers patients to take control of their medical care by simply collecting their lifetime imaging records in one place. Patients, who adopt standards-based Personal Health Record (PHR) systems, should be able to access their lifeIMAGE records through the PHR of their choice.

**lifeIMAGE**

[lifeIMAGE](#) is focused on providing an Internet service for universal [e-sharing](#) of diagnostic imaging information. The service is designed to connect hospitals, radiology groups, and physicians, to their patients everywhere. lifeIMAGE makes it possible to securely deliver or receive patient imaging information wherever needed from wherever the information originates. The goal of the lifeIMAGE platform is to help avoid duplicate exams and eliminate unnecessary patient exposure to excessive radiation. In an era of concerns about rising healthcare costs, lifeIMAGE is investing in a platform that helps advance patient care, while reducing \$10 to \$15 B of unnecessary costs. For more information visit [www.lifeimage.com](http://www.lifeimage.com)

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