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Media Contact:

Jason Newberg
The Castle Group
617-337-9534
jnewberg@thecastlegrp.com

lifeIMAGE Launches Trauma Image Management & Exchange (TIME) to Improve Diagnostic Image Sharing in Emergency Transfers

TIME addresses concerns about repeat exams, excessive radiation and delayed care in the emergency department

BOSTON, MA – February 26, 2010 – lifeIMAGE (www.lifeimage.com), provider of the medical image e-sharing platform, today announced the availability of its Internet-based Trauma Image Management & Exchange (TIME). TIME will improve the way critical diagnostic imaging information is shared during emergency transfers.

TIME is a strategic clinical tool that helps trauma units collect diagnostic imaging information early, and instantly share it with surgical teams and other care providers. By electronically receiving imaging data before a transfer is even initiated, trauma centers have more time to prepare and avoid repeat exams when the transfer patients arrive.

A December 2009 study in *The American Journal of Surgery* cites that overall 53 percent of trauma transfer patients receive duplicate imaging exams at an average cost of nearly \$3,000 per patient.¹

"The excessive cost, the delay in delivering optimal care, and the unnecessary exposure to radiation can all be avoided through responsible use of highly dependable and secure technology," said Hamid Tabatabaie, president and chief executive officer, lifeIMAGE. "We designed TIME to help trauma teams be better prepared for the arriving patient, and avoid the cost and wasted time associated with a repeat exam. Most importantly, however, we designed TIME so referring institutions do not require anything other than an Internet connection and the will to practice good medicine."

"Severely injured patients are routinely referred to trauma centers after receiving initial treatment and imaging exams at a referring institution. These patients arrive at the trauma center with CD or film copies of their exams, though sometimes in the haste to transfer critically ill patients the images do not make the trip. Image data on CD is sometimes hard to view at the receiving center, or is not viewable at optimal resolution," said Dr. Frederick Millham, chairman, Massachusetts State Trauma Committee and chairman, department of surgery, Newton-Wellesley Hospital in Newton, Massachusetts, who has reviewed a demonstration of the lifeIMAGE TIME system.

¹ *The American Journal of Surgery*, "Trauma: the impact of repeat imaging," December 2009.

"Frankly, with all the advances in medical technologies, connecting trauma centers and referring facilities to a secure network for sharing vital information does not seem like a huge leap, but it is one we have yet to take. A reliable, secure system that offers radiographs at optimal resolution instantaneously will be a great advantage over the present process. Using the same system, with one set of controls and one log on for the entire universe of referring hospitals would be great. The TIME system is a way to offer injured patients and their doctors this kind of timely and sophisticated access to vital and existing information," added Dr. Millham.

First response sites that need to e-share diagnostic quality images with a trauma center using TIME do not need to purchase or deploy lifeIMAGE software, or have a virtual private network (VPN) connection. With a simple Internet connection, imaging information can be instantly and securely shared with the receiving site's trauma DropBox™, where clinicians and administrators can preview and examine images. lifeIMAGE operates the service on the EMC Atmos Online infrastructure. With TIME, trauma centers will download and incorporate these exams into their internal enterprise-based medical records systems.

Tufts Medical Center is one Boston-area trauma center that plans to use TIME in the next few months.

"Timely delivery of diagnostic images will allow our trauma center to plan to provide the best possible patient care during emergency transfers," said Dr. Horacio Hojman, associate trauma director, Tufts Medical Center. "Having access to a patient's previous imaging exams will not only save time, but can save lives and prevent our patients from being exposed to excessive radiation. After much researching, lifeIMAGE has a niche solution that fits our need."

About lifeIMAGE

lifeIMAGE provides 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 billion of unnecessary costs. For more information visit www.lifeimage.com.

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