

DRAFT RELEASE



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lifeIMAGE Promotes Image E-sharing to Limit Radiation Exposure in Pediatrics

*lifeIMAGE to participate in Society of Pediatric Radiology's annual conference
in Boston, April 13-17*

BOSTON, MA – April 13, 2010 – lifeIMAGE (www.lifeimage.com), provider of the medical image e-sharing platform, will exhibit pediatric radiology uses of its technology platform during the [Society of Pediatric Radiology](#) (SPR) annual conference, April 13-17 in Boston, Mass.

[Image Gently](#), an initiative of The Alliance for Radiation Safety in Pediatric Imaging, states that approximately seven million computed tomography (CT) studies are performed on children annually in the United States, and the number of studies is expected to increase 10 percent.

lifeIMAGE's medical image e-sharing platform allows patients, physicians and hospitals to electronically collect, share and view diagnostic imaging records from any facility, which solves the issue of CD incompatibility (current medium for image sharing), reducing time and cost associated with redundant exams, and avoiding excessive radiation exposure for patients.

Radiation exposure uniquely affects children as researched by the [Division of Pediatric Emergency Medicine at the Presbyterian Hospital New York](#). Studies show that as children grow, their cells rapidly divide making them more sensitive to radiation effects – a tenfold increase in neoplastic (tumor formation) potential compared to an adult. A child's smaller size also means that a greater portion of their body, or entire body, is exposed to radiation compared to a scan performed on an adult. Lastly, a child has a longer lifetime, giving radiation-related cancers a greater chance to evolve.

“The Society for Pediatric Radiology is dedicated to fostering excellence in pediatric health care through imaging and image-guided care,” said Dr. Neil Johnson, current President of the Society of Pediatric Radiology. “Limiting pediatric radiation exposure is a primary concern at SPR.

lifeIMAGE is providing information-based systems to make secure transfers of medical images

between doctors and institutions much easier than ever before, providing timely information to treating physicians and significantly reducing the need for repeat medical imaging examinations. We are very pleased that lifeIMAGE has decided to be an exhibiting vendor at our annual meeting in Boston.”

“lifeIMAGE is eager to make a difference in pediatric radiology by reducing the need for redundant medical imaging and providing pediatricians and children’s hospitals easy access to prior exams,” said Hamid Tabatabaie, president and chief executive officer, lifeIMAGE.

“Eliminating redundant exams by utilizing a medical image e-sharing platform is a smart way to reduce radiation exposure in our children, and it can start happening today.”

lifeIMAGE will be exhibiting at the SPR 2010 annual conference at the Boston Park Plaza Hotel and Towers.

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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