



His wipeout  
made it to Facebook®  
before his X-rays made it  
to the surgeon.

There's a better way.

**lila**<sup>TM</sup>

UNIVERSAL INBOX FOR  
IMAGE E-SHARING

Easy as e-mail and CD-free

**lifeIMAGE**<sup>TM</sup>  
the picture of health



**lila**<sup>TM</sup>

**UNIVERSAL INBOX FOR  
IMAGE E-SHARING**

# There ought to be a better way

Diagnostic imaging is a key contributor to improving patient outcomes by enabling physicians to detect, diagnose and monitor disease. The industry has evolved into a \$100 billion business with over 750 million imaging studies completed annually in the U.S. alone. With an anticipated 7% annual growth, the volumes will reach 1 billion exams per year by 2012. Worldwide, annual radiology procedures will exceed 2 billion exams in 2008. However, in the United States it has been estimated that over 10% of all diagnostic exams may be wasteful duplications because physicians do not have access to their patients' previous records. This waste is costing the nation's healthcare system billions of dollars every year and some patients are exposed to excessive radiation as a direct result of redundant exams.

In light of the growth in the number of imaging exams, radiology departments have invested heavily in automation to keep up and cost-effectively manage the imaging workflow process. Radiology Information Systems (RIS) and Picture Archival Communication Systems (PACS) have been the focus of this investment, with 95% of large hospitals and academic medical centers deploying these tools to optimize workflow, throughput, and report turnaround time. In spite of this progress, individual facilities remain islands of information and results of imaging exams are commonly distributed to the outside world through non-electronic and inefficient means such as CDs or printed film.

Collect and share  
medical images  
and reports  
in one place.  
lifeIMAGE is a  
ubiquitous service  
that seamlessly  
connects hospitals,  
physicians, radiology  
groups, and patients  
to diagnostic images  
and reports.

# lifeIMAGE leads the way

lifeIMAGE was founded in 2008 by professionals who know radiology and diagnostic imaging inside and out. The team has recent and relevant experience with organizations such as AMICAS, Nuance, MEDITECH, Siemens, Merge Healthcare and MassHealth.

lifeIMAGE is a venture-backed company focused on solving the diagnostic imaging industry's most pervasive problem: lack of timely and efficient methods to share and access patient imaging information across the boundaries of diverse healthcare facilities. lifeIMAGE is launching a service, based on an open and flexible image exchange platform, to help eliminate redundant exams, improve care, reduce cost, and avoid unnecessary exposure to radiation.

lifeIMAGE has invented the universal imaging Inbox to help fill the gap. The Inbox allows patients, physicians, and hospitals to collect and share medical imaging records, from any facility, in one place. The

company obtained an exclusive license to an imaging software application developed at the Massachusetts General Hospital that enables users to search, access, index, tag, display, and mine millions of imaging records instantly.

With the initial release, hospitals and academic medical centers can deploy the enterprise version, lifeIMAGE Local Appliance (lila)<sup>TM</sup>, and provide an imaging Inbox to any physician or their administrative staff. The Inbox is used to ingest the contents of incoming patient CDs and, if necessary, share it with the RIS/PACS or other clinicians. Simultaneously, each lila will index and register every exam that is performed at that facility. As such, it provides clinicians and researchers with data exploration, analysis, and collaborative tools to avoid errors, identify vital trends, publish educational content, and create personal libraries of imaging data that can conveniently be shared with others.

With the follow-on release, as demonstrated

at RSNA 2009, trauma centers and emergency departments can receive patient studies on demand, from any referring site with just an Internet connection. By mid 2010, individual doctors, physician groups, imaging centers, or hospitals can open their lifeIMAGE universal Inboxes directly on lifeIMAGE.com. With this hosted experience, similar to salesforce.com, users gain the same functionality as lila users. The lifeIMAGE.com portal will also be the destination for lila users to share with, search for, create or join groups inside and outside of their respective enterprises. This Software as a Service (SaaS) model is also an affordable alternative to today's expensive teleradiology infrastructure for low to medium-sized facilities. Finally, later in 2010, lifeIMAGE.com will be where patients receive the results of their tests, assign access privileges for sharing them, search for imaging-based services, or integrate their Inbox with standards-based Personal Health Records (PHR).