

AMICAS[®]

The **Teleradiology** Growth Engine

AMICAS can help get you there.



Teleradiology. Should you embrace it? It depends. Are you looking to leverage your after-hours radiologists? Are you interested in providing subspecialty reads to a wider pool of hospitals or other practices? Are you looking to expand beyond your immediate geographic market?

AMICAS CAN HELP.

Are you starting a new teleradiology venture?

**Teleradiology.
It's a whole new
way of doing
business – and
it's all about
growth.**

Perhaps you're looking to diversify your practice?

AMICAS' teleradiology solution can fuel your practice's growth initiatives.

Our solution is designed to support both preliminary

and final reads for nighthawking, dayhawking, or subspecialty reading. You focus on running your business. Let AMICAS focus on the technology that will meet the needs of your practice, while differentiating your services in your market from other regional or national providers.

UNIQUE CHALLENGES

It isn't a PACS. It isn't a RIS. It's teleradiology. Teleradiology has distinctive workflow and business requirements you need to prepare for, including:

- + Recruiting radiologists
- + Managing the licensing and credentialing process
- + Operating in an environment where a RIS or "order" is optional
- + Keeping highly distributed radiologists "on the same page."

UNIQUE OPPORTUNITIES

In an environment with intense competitive pressures and continued pressure on reimbursement, teleradiology presents opportunities for growth and differentiation, such as:

- + New revenue streams and growth opportunities from nighthawking, dayhawking, or subspecialty reading
- + Differentiating your practice and contracts from other regional or national players with new service offerings
- + Margin preservation as a result of "insourcing" your teleradiology needs.

WHY AMICAS?

Our teleradiology solution was designed to meet these unique challenges and help you capitalize on these opportunities.

HOW WE DO IT.

AMICAS' teleradiology solution is 100 percent Web-based. So your radiologists can literally read from anywhere – and that makes radiologist recruiting much easier!

Our teleradiology solution provides a single worklist that automatically creates orders from DICOM data with full integration to your choice of dictation or voice recognition system – and this will drive dramatic productivity gains for your radiologists and staff!

AMICAS offers the industry's only RealTime Worklist™. Using our proprietary technology, this worklist leverages instant messaging protocols to give everyone insight into your radiology workflow. That's everyone from radiologists to patients, from referring physicians to PACS administrators.

Our proprietary technology provides "proactive caching" of images. Regardless of your radiologists' physical location – or the speed of their Internet connection – images will be waiting for their viewing, instead of the other way around.

DO WHAT YOU DO BEST.

AMICAS empowers your radiologists to do what they do best. With our robust teleradiology solution, your administrative staff will be able to properly prepare studies for your radiologists. Some solutions provide a level of quality assurance and paperless operations, but our teleradiology solution allows your administrative staff to "tag" studies with details such as credentialing requirements, service level agreements, or physician assignment.

The end result? Your radiologists focus their time on what they do best – providing expert interpretation.

"With AMICAS, we can provide an expert radiologist on-site all day and a large virtual radiologist network with subspecialty expertise."

Craig Cunningham, chief operating officer
American Radiology Associates (Dallas, TX)

IT'S ALL IN THE DELIVERY.

As with any other industry, you've got to go after the right customers – hospitals or other practices, in your case – and provide them with excellent service.

With our teleradiology solution, delivering reports and images to your end customers is incredibly simple. Here are three ways you can distribute reports with AMICAS:

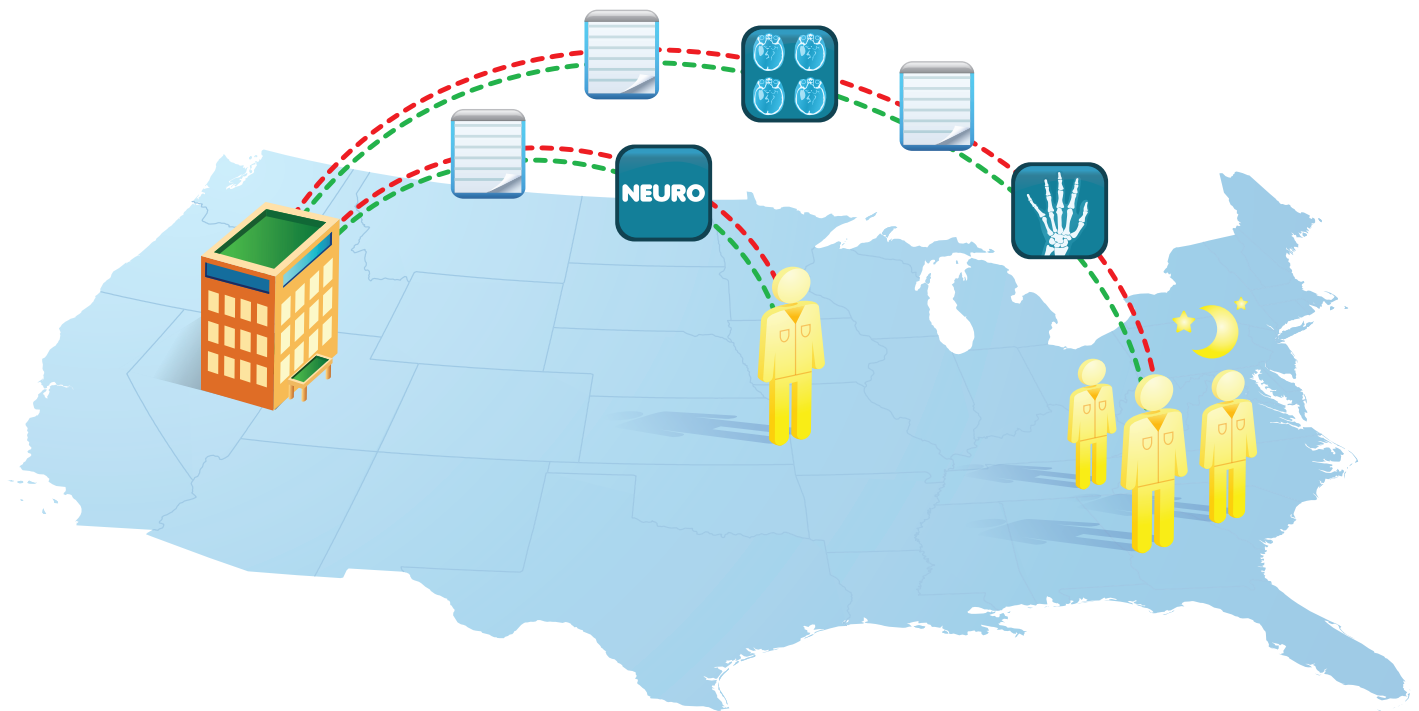
- + AMICAS' RealTime Worklist allows other clinicians to see – in real time – when a report is ready and provides access to the report from the worklist.
- + AMICAS Reach™ proactively provides reports and key images to hospitals or other practices, while eliminating the need for software downloads to the clinician's desktop.
- + Our extensive integration experience allows us to help you set up HL7 interfaces to integrate your results with other information systems.

“Because of AMICAS' teleradiology solution, we have radiologists in France and Hawaii who are just as productive as our radiologists in Philadelphia.”

Maheep Goyal MD, radiologist and CEO
NightHawk Pros (Philadelphia, PA)

WE WROTE THE BOOK ON TELERADIOLOGY.

AMICAS' teleradiology solution empowers our customers every single day to focus on what they do best: Grow their practices and explore new revenue opportunities. You know your practice – and where you want to see it two, three, or five years from now. AMICAS has the technology tool set to get you there. Join us.



The Teleradiology Growth Engine

With AMICAS' teleradiology solution, geographic proximity to your referring physicians will have zero impact on the growth initiatives of your practice. Since physical location will no longer be an issue, you'll be able to leverage your existing after-hours radiologists to provide services for hospitals or groups across the country – thus ensuring that you're fully taking advantage of your after-hours capacity. In addition, you'll be able to offer subspecialty expertise to other groups and hospitals, regardless of their location. What this means is you'll be able to offer superior care to other radiology groups and hospitals while taking advantage of your expertise and allowing your radiologists to focus on their specialties.

ASK YOURSELF

Are you looking for new ways to grow and diversify your practice?

Are you looking to leverage your after-hours radiologists?

Are you interested in providing subspecialty reads to a wider pool of hospitals or other practices?

Are you looking to expand beyond your immediate geographic market?

LET AMICAS HELP

Together with our customers, AMICAS is revolutionizing radiology IT. Join us.