

Technical Exhibits Focus

The New Healthcare Team: Exhibitors Offer Solutions for Physician Collaboration

HealthMyne Partners with Radiologists to Improve Patient Care

By Michael Hart

When radiology professionals visit the technical exhibit halls at RSNA 2016, they will have the opportunity to visit nearly 660 companies, most offering products and services in line with this year's theme, "Beyond Imaging."

Indeed, as healthcare evolves and as the field quickly moves from a fee-for-service to a value-based model, the challenge to find radiology's role as a partner in the care of the patient becomes more urgent.

To many, the future of radiology is simply stated: Find more innovative ways to assist referring physicians in the care of patients, and do it more efficiently.

"Right now, radiologists and oncologists agree that the radiologist cannot always provide the information the oncologist needs to do their job," said Dr. Linda Peitzman, Chief Medical and Informatics Officer for HealthMyne. "They simply don't have the time."

The three-year-old HealthMyne is working to move radiology beyond imaging to enhance patient care. The company has employed radiomics to develop its Quantitative Imaging Decision Support (QIDS)[™] platform, intended to improve productivity on the part of the radiologist, leverage clinical data to provide greater decision support, reduce the cost of care and provide a platform so researchers have much more data to mine in the future.



Linda Peitzman, M.D.

As Peitzman pointed out, today many radiologists sit in front of anywhere from two to five screens, reading images and searching for data from an electronic medical record (EMR). It can take as many as 10 to 15 clicks before the radiologist is in a position to dictate textual, non-structured messages to the oncologist. (Although HealthMyne expects to eventually offer its QIDS to many subspecialties, it has started with oncology.)

However, HealthMyne's platform can launch directly into the radiologist's usual workflow – with the standard PACS – and integrate with EMR data, chemotherapy data and radiologic data.

"The radiologist doesn't have to do anything additional," Peitzman said. "Without affecting the workflow or adding any time, metrics like density, mass, volume and 150 others considered to be radiomic data about a lesion are captured."

Likewise, any information about the propagation of tumors the patient might have had in the past is captured as well. At the same time, QIDS algorithms take data that underlies the CT and obtains appropriate measures on areas of interest.

As a consequence, radiologists are not only more productive and efficient in

their work, they are able to pass on more information to the consulting oncologist,

CONTINUED ON PAGE 6B



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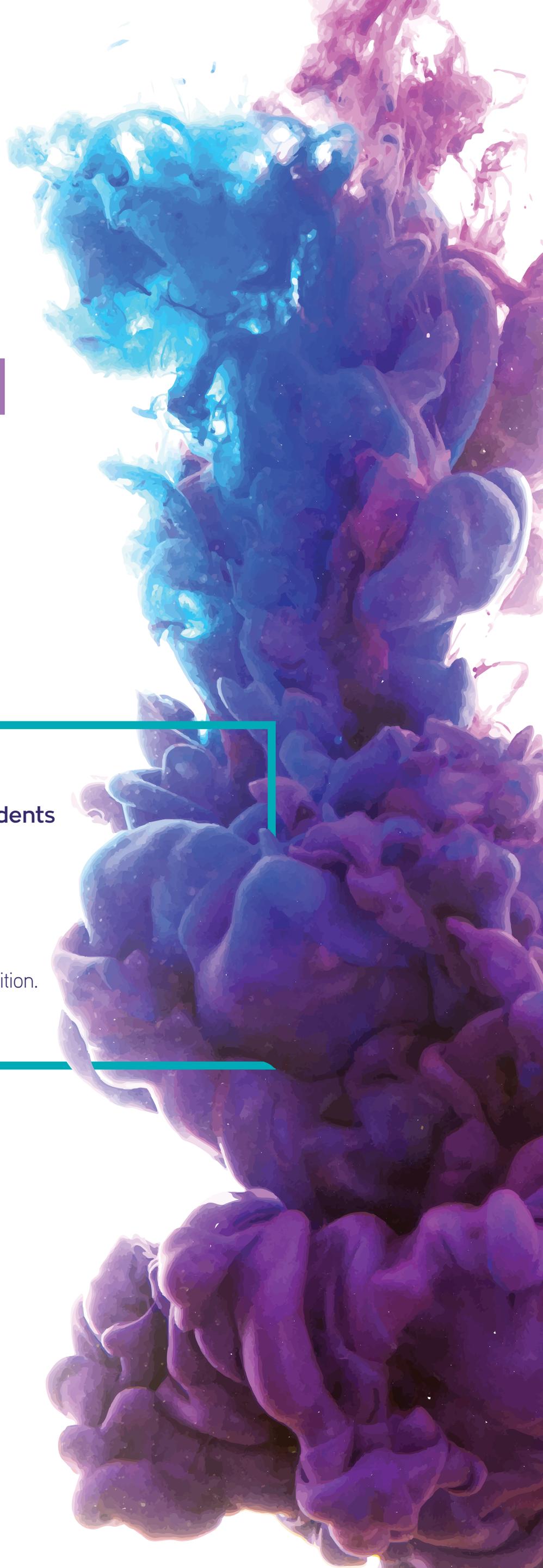
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ARCHITECTURE

RedRick Technologies, Inc.
BOOTH 7701

Ergonomic Workstation Furniture and Accessories



RedRick Technologies designs and develops ergonomic radiology PACS furniture, monitor mounting solutions, workstation accessories and peripherals. RedRick's services include applying ergonomic principles to improve overall reading room space design, layout, environmental control, lighting and acoustics. Healthcare delivery is evolving, and the radiology department must enhance customer service and clinical value through efficient and effective communication. By addressing the overall reading environment RedRick supports these goals and also the need to maximize radiologist productivity and health. For over 12 years we have been helping clients maximize department productivity, workflow, and space utilization, to ensure the reading environments support the operational goals of both radiology and the healthcare enterprise. Let RedRick help you realize a radiology reading environment that meets your unique needs and helps your department or practice deliver value.

CONTRAST AGENTS, DRUGS AND PHARMACEUTICALS

NOWDiagnostics

BOOTH 8602

One-step, One-drop Diagnostic Test



NOWDiagnostics™ is revolutionizing one-step, one-drop lateral flow testing. The ADEXUSDx® product pipeline consisting of more than 50 tests in a variety of categories, including cardiology, common infectious disease, toxicology, and more. The tests provides results in a matter of minutes with no laboratory needed. The ADEXUSDx hCG test is an immunoassay used for the qualitative detection of human chorionic gonadotropin (hCG) in human whole blood, plasma or serum. The test is an early detection aid for pregnancy for healthcare professionals in a variety of clinical and critical care settings. The ADEXUSDx hCG test can detect pregnancy two to eight days earlier than commonly available urine-based tests and test results are available in a matter of minutes.

FULL EXHIBITOR LISTING

To see complete company profiles and product information, visit RSNA.org/ExhibitingCompanies.

DICOM COMPLIANT SYSTEMS

SST Group, Inc.

BOOTH 4965

Medical Imaging Storage and Delivery Solutions

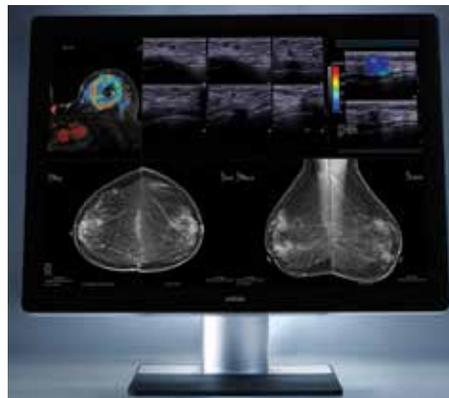


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Barco

BOOTH 3307

Healthcare Display for Medical Imaging



The Barco Coronis Uniti® is the only display designed for both PACS and breast imaging, delivering a unified workflow. It eliminates the need for a multi-head display set up or for a clinician to move to another workstation to view additional exams. The giant, 12 megapixel screen also reduces the need for panning and zooming, allowing radiologists to quickly move through exams. 2-D and 3-D, static and dynamic images are consistently uniform, sharp and precise, enabling clinicians to see the smallest details. The display is calibrated to meet the DICOM standard for grayscales and to guarantee consistent, perceptually linear color – an industry first. Barco's MediCal QAWeb ensures image accuracy and maximizes display uptime. The Coronis Uniti is also designed with ergonomics in mind, mirroring a human's natural field of vision to optimize a radiologist's reading experience. It enhances image sharpness while limiting head/hand/eye movements, reducing reflection, and minimizing eye fatigue.

The information for these new products and services was provided by the manufacturers. Inclusion in this publication should not be construed as a product endorsement by RSNA.

EDUCATIONAL PRODUCTS AND LITERATURE

ProScan Imaging Education Foundation

BOOTH 1700

Live Educational Courses for Radiologists

ProScan Imaging Education Foundation is proud to offer courses featuring in-person instruction from renowned radiologist Dr. Stephen J. Pomeranz. Some ProScan courses cover both neuroradiology and MSK, while others focus on just one. All ProScan courses include individual workstations so attendees can follow along with the cases at their own pace. Each event includes CME credit and offers the opportunity for professional networking with other radiologists from around the world. ProScan offers courses on multiple continents, all ending by 2:30 p.m. local time to allow ample time to explore the destination. As a high-volume practice, ProScan continuously updates its educational library, ensuring a fresh course experience for repeat attendees. For a full schedule of dates and locations of 2017 and 2018 courses, please visit the ProScan booth.

Virtual Medical Coaching, Ltd.

BOOTH 8508

Virtual Reality Teaching Tool for Radiologists



Virtual Medical Coaching offers a true virtual reality application for learning radiographic positions and principles. In the radiation-free simulator, the user can perform radiographic examinations as in the real world, critique the resulting images and get instant metric feedback in a way that is impossible in conventional education. Practice within a virtual simulation suite provides unlimited access to motor training, together with instant accurate feedback to both the tutor and student. When training on live models, the student is evaluated by a tutor on different aspects of their technique. This can be subjective and difficult to consistently repeat between

students and even with the same student on different dates. Conversely, this virtual teaching environment collects a wide variety of data during each training session (e.g., precision, completion time, frequency or magnitude of errors). Because these measures are objective, training can become more consistent across students.

ELECTRONIC AND INFORMATION SYSTEMS/SERVICES

MedCurrent Corporation

BOOTH 4176

Clinical Decision Support Solution

MedCurrent is a physician-founded Clinical Decision Support (CDS) solutions provider focused on three core operating principles: improved quality of care, improved patient outcomes and lower system healthcare costs. Our CDS technology platform, OrderWise™, is easy to use and highly configurable to support local clinical and business operations. Centered on a philosophy of deep EMR integration and efficiency, OrderWise provides real-time access to evidence-based guidelines directly within clinical workflows at the point of care. OrderWise is designed to be content agnostic, and incorporates any appropriate use criteria (AUC) from all clinical specialties including radiology, cardiology, oncology and lab. Our solutions are complemented by actionable analytics and a results-driven professional services team, enabling clients to solve unique business challenges and meet the requirements of the CMS mandate for appropriate use of advanced imaging. Proven results and superior clinician engagement make MedCurrent a global leader in CDS solutions.

Statlife

BOOTH 4858

Breast Cancer Risk Assessment Software



MammoRisk is a state-of-the-art tool for assessing breast cancer risk. The

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Program Guide



ExhibitorList



My Agenda



Credit Eval

software uses an innovative proprietary risk prediction model, based on data mining, to determine a woman's five-year risk of developing breast cancer (for the general population). It measures breast density which is a determining risk factor for women over 40. Reports are readily accessible and easy to understand for the clinician to discuss with the patient. MammoRisk software provides an individualized breast cancer screening plan based on current screening guidelines.

Singular Medical Technologies

BOOTH 8403

Medical Imaging Maintenance Tool



Designed by radiologists for radiologists, Singular's PACStation uses hardware – not software – to instantaneously provide direct access to any PACS, anywhere. It does not require any changes to existing

infrastructure, software or databases. Because PACStations don't transfer information – they simply display it natively – all the politics associated with competing hospitals, multiple sites and divisions are avoided. And it's more affordable than less efficient alternatives. In fact, the PACStation Plus was a semi-finalist for a 2016 Minnie award in the *Best New Radiology Device* category. PACStation streamlines all radiology image reading operations; uses original reading, viewing software; accesses multiple live worklists at the same time, 24/7; and allows instantaneous sharing. Other features include quick boot up, no heat emission, silent operation, lightweight ergonomic design, fast installation and easy maintenance. The system works with any diagnostic tool and offers home setup for better work allocation.

MAGNETIC RESONANCE

Biomorph Radiology Furniture

BOOTH 7908

Dual Surface Radiology Tables



Biomorph introduces the multi-monitor Plus Series dual surface radiology tables at RSNA 2016. Through built-in ergonomics, Biomorph improves efficiency and well-being in reading rooms with multi-level, fully adjustable motorized sit-to-standing surfaces. Designed with comfort, good health and productivity in mind, Biomorph radiology furniture is available in multiple configurations to suit the most demanding users and facilities.

Pearl Technology AG

BOOTH 1755

Patient Positioning System for CT and MR Machines

The flexible and universally applicable MULTIPAD family of products, developed and produced in Switzerland,

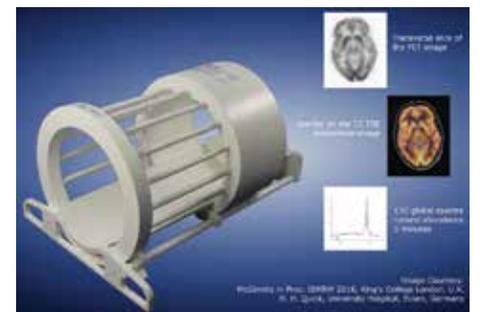


enables optimum patient placement, positioning and fixation when it comes to examinations using head and extremity coils. Advantages include fewer motion artifacts leading to improved image quality and therefore a reliable diagnosis. That results in fewer repetitions, saving time and costs. Additionally, the user-friendly system solution enables efficient, clear and straightforward handling, therefore reducing the large variety of different placement products. Perfectly hygienic products are easy to clean, and provide reliable protection, thus fostering the safety and wellbeing of the patient. The pressure-free, adaptive immobilisation increases patient comfort and thus has a positive effect on the entire examination procedure. The flexible MULTIPAD family—consisting of MULTIPAD Standard, MULTIPAD Plus and MULTIPAD Slim—can be universally used alone or in combination during all examinations with head and extremity coils.

Rapid MR International

BOOTH 1851

Custom-made RF Coils for MRI



Integrated PET/MR is clearly emerging into clinical routine. This raises a demand for PET compatible RF coils that do not compromise the MR image. RAPID Biomedical has used its RF expertise to develop coils dedicated to this application.

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NUCLEAR MEDICINE

MIM Software, Inc.

BOOTH 8117

Zero Footprint Viewer Software

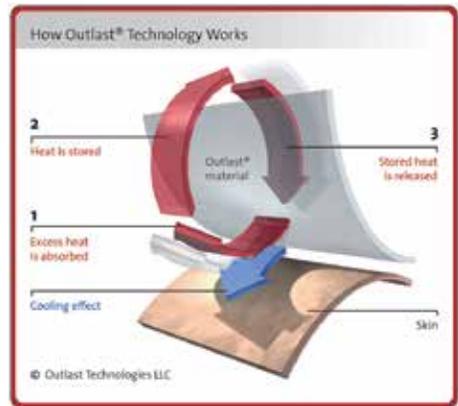
Users can access all MIM products with the same licensed features they have in the clinic from home, while traveling, or anywhere they have internet access using Zero Footprint. Local hosting, plugins, or VPNs are not required. Zero Footprint uses automated mirroring technology to make all encrypted clinical data available. Users can send a link to a colleague or referring physician to instantly join a session for real-time collaboration.

QUALITY ASSURANCE/SAFETY CONTROL AND RADIATION

Burlington Medical, LLC

BOOTH 4969

Radiation Protection Accessories



Burlington Medical announces an exclusive partnership with Outlast® technology to bring certified space technology to the radiation protection industry. Patented Outlast phase-change materials proactively absorb, store and release excess body heat to maintain a comfortable temperature balance and minimize perspiration. By incorporating Outlast, Burlington Medical offers a truly innovative solution for managing the discomfort of overheating and heavy sweating experienced by many physicians and technicians while wearing lead protective garments. Visit the Burlington Medical booth and feel the Outlast difference for yourself.

RADIOGRAPHY

Pausch, LLC

BOOTH 3929

Ceiling Tube Mount for Radiologic Diagnostic Equipment

Accogent Pausch is pleased to present its newest ceiling tube mount, CIRRUS, designed to meet the needs of today's modern imaging environment. With its intuitive controls, users will quickly master operation and its sleek profile and styling will blend into any room. Designed to accommodate any budget, CIRRUS offers many features that streamline installation



and keep room construction costs and requirements as low as possible while delivering hospital-grade performance.

Bayer

BOOTH 2529

Contrast Dose Management Solution

Radimetrics™ Contrast Dose Management (CDM) is the seamlessly smart solution that automatically documents required contrast and saline injection information for each exam. It enables reduced manual documentation, better data accuracy for improved billing, accelerated report turn-around time, and the ability to track injection details to drive standardization across the organization. The platform and workstation allow users to easily recall

radiologist-preferred CT protocols and generate individually optimized CT contrast injection protocols, including weight-based dosing, with optional Certegra® P3T® software. Bayer's CDM solution for both CT and MR allows users to investigate and tie information to outcomes and set benchmarks for continuous improvement. And Radimetrics CDM is backed by dedicated teams of implementation and service specialists who provide true end-to-end support and peace of mind.

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OrthoScan

BOOTH 6336

Portable Digital Imaging Accessories

OrthoScan presents FD Pulse—the first and only mini c-arm with pulsed fluoroscopy. FD Pulse provides the largest flat detector & lowest dose available on a mini c-arm and the 24" high-resolution monitor provides exceptional image quality including a wider viewing angle for increased visibility. As the lightest mini c-arm on the market, FD Pulse is easy to

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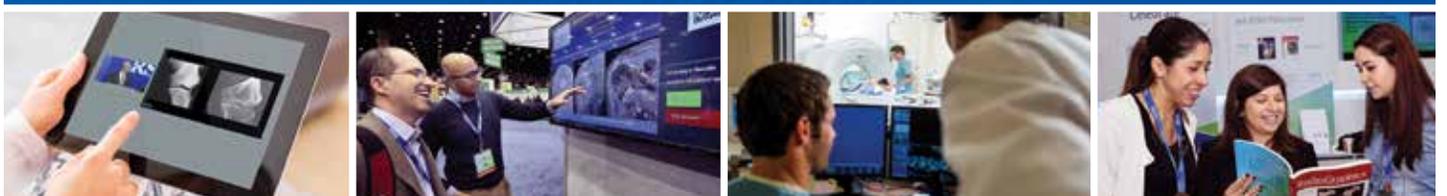
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maneuver in small spaces and operating rooms. FD Pulse has 150° of over-rotation that enables preferred views without stressing anatomy and offers surgical LED lights that reduce shadows and increase anatomical visualization.

For the office environment OrthoScan presents Mobile DI, a 35-pound self-contained portable digital imaging device capable of still images and fluoro. Mobile DI is easily moved between patient rooms/clinics, is capable of weight-bearing knee/foot views, and offers easy access to shoulders. Mobile DI reduces patient lead times, uses established CPT codes, and lead lined walls are not required.

THERAPEUTIC RADIOLOGY

Resonance Technology, Inc.

BOOTH 1736

Patient Comfort Devices for MRI and fMRI Technology

Resonance Technology, Inc. manufactures high-tech, state-of-the-art patient comfort audio/video devices for MRI and fMRI. Resonance Technology, Inc. constantly reengineers new ways to make the MRI procedure as entertaining and sedation-free as possible using its three major systems: CinemaVision, VisuaStim and Serene Sound. Resonance Technology, Inc. is introducing a new, patent pending 50" 3-D High Resolution LCD technology display for patient viewing during the MRI procedure. Resonance Technology, Inc. provides world-class customer support for any technical needs. When patient comfort for MRI or fMRI procedures is needed, Resonance Technology, Inc. is "Where we make it possible."

ULTRASONOGRAPHY

Mindray/ZONARE

BOOTH 7727

Ultrasound Imaging Platform



Leveraging ZONARE's revolutionary ZONE Sonography Technology (ZST) with Mindray's rich repertoire of workflow and user interface features, the Resona 7 is poised to become the new industry leader in premium ultrasound imaging platforms.

Powered by pioneering ZST, the Resona 7 presents crystal clear B-mode imaging capabilities with unrivaled detail resolution and image uniformity across all radiology applications. Ultrasensitive Doppler modes and high-speed digital signal processing permit accurate display of hemodynamic states from skin line to depths up to 40 cm without compromising frame rate. An intuitive, customizable gesture-powered touch screen enables logical and efficient workflow and an enhanced user experience.

Delphinus Medical Technologies, Inc.

BOOTH 3776

Automated Breast Ultrasound System



Delphinus Medical Technologies, Inc. presents SoftVue™, an unparalleled 3-D whole breast ultrasound system. SoftVue features proprietary TriAD™ technology, offering a multi-dimensional platform generating reflection, sound speed, and attenuation imaging of the entire breast in a single scan. The transmission properties of sound speed and attenuation present breast tissue characteristics in addition to tissue structure offering the potential to reduce false positives. No other ultrasound system currently available has accomplished this level of sophistication, or achieved the capture and processing of this type of image data. SoftVue received 510(k) clearance from the FDA for diagnostic ultrasound imaging and is not a replacement for screening mammography. Delphinus is committed to creating improved imaging methods that help medical professionals define and diagnose breast disease, while establishing a better patient experience for

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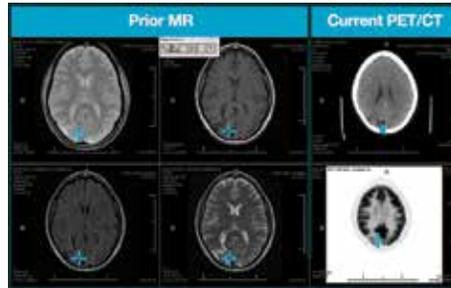
all women, regardless of age, and without radiation or discomfort.

WORKFLOW

Blackford Analysis

BOOTH 6808

Image Comparison Software for Improved Efficiency



Blackford Analysis' solutions accelerate comparison of medical images. Designed to be integrated directly into any image viewer, Blackford Smart Localizer™ works seamlessly within existing systems to enable instant comparison of multiple image studies with a single click. Healthcare professionals can benefit from the instant study comparison provided by Blackford's technology, which features the ability to improve care and increase productivity by boosting image comparison efficiency by 20-50 percent. The technology is assisted by Blackford Workflow Server™ which pre-processes studies automatically on acquisition, streamlining deployment of Blackford Smart Localizer™ into a hospital IT framework, unlocking faster turnaround times and greater productivity for the radiology department. Blackford Workflow Server™ also provides a platform to host multiple vendor solutions and integrate them into clinical workflows.

Royal Solutions Group, LLC

BOOTH 6363

EHR Management Software

Royal Solutions is a tailored EHR workflow platform that delivers the leading patient and provider engagement tools within the radiology industry. At RSNA 2016 Royal Solutions is showcasing its entire solution suite, including its strongest ROI platform, RoyalPay. Stop by the booth and witness first-hand real-time eligibility verification, the smartest estimator available, a streamlined approach to insurance authorizations, payment

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processing with built-in technology to minimize credit card fees, proprietary iPad and tablet enclosures that enable a great patient experience, and the most efficient front office workflow in the industry.

Lightning Bolt Solutions

BOOTH 2307

Scheduling Software Boosts Access, Prevents Burnout

Optimize your radiology shift schedules to serve physician needs while also improving patient access. Lightning Bolt Solutions is launching a new platform at RSNA 2016 that automatically balances these complex healthcare operations demands. Using sophisticated machine learning, Access Optimization helps your organization smartly do more with existing resources, increase patient access to care, and prevent physician burnout. "With widespread physician burnout and an aging population, a shortage of physicians is a devastating problem facing U.S. healthcare," says Dr. Robert Rowley, Chief Medical Officer of Flow Health. "Increasing physician recruitment efforts is only a temporary solution for healthcare organizations. Lightning Bolt is paving the way for a real solution with Access Optimization—technology that proactively addresses burnout while improving patient access to care." Lightning Bolt Solutions is the leader in optimized physician scheduling, managing over three million physician shift hours each month.

Sorna Corporation

BOOTH 6527

Medical Data Storage Software

Vertex is the industry's most advanced software for sharing, burning, importing, converting, viewing and storing medical studies, images and related documents. Vertex enables radiology, cardiology, oncology, endoscopy, surgery and dermatology professionals to easily share and manage medical studies using a simple, streamlined process. Take DICOM or non-DICOM objects from any source. Convert non-DICOM objects to DICOM. Create new, add to or modify existing studies. Send to any destination. Vertex combines the best features of disparate medical imaging applications into a single, IT-friendly software with an intuitive interface.

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The New Healthcare Team: Exhibitors Offer Solutions for Physician Collaboration

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including information on tumors in parts of the body other than those being examined in the current study.

"The thoracic radiologist might have read the CT scan of the chest, but there may be metastatic lesions in the lymph nodes or even the brain," Peitzman noted. "HealthMyne can take the data from all those studies and roll it into a single report that is updated every time a study is read."

All of which leads to greater precision in healthcare.

Downstream, the data is stored so that a healthcare organization as a whole can identify patients for clinical research studies, finding cohorts and trends in how patients may be treated, and enhancing the quality of care going forward.

HealthMyne's QIDS platform accomplishes three objectives that all radiology-related technologies aspire to in today's healthcare environment:

- It allows the radiologist to be more productive and efficient,

- It delivers more information, often in real time, to the consulting physician, leading to precision medicine, and
- It creates a data bank that can later be used in larger clinical research studies and to cite trends that lead to enhanced patient care.

"Our system takes time and cost out of the system by automating the workflow of the radiologist," Peitzman said. "You know more about the patient, and that really impacts their care."

For more information on the RSNA Technical Exhibits, see the RSNA 2016 Meeting App, RSNA.org/ExhibitingCompanies and the Technical Exhibits Guide.

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2004 GE Healthcare/
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INSPIRE

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