



**XMRI.com**  
RADIOLOGY-ON-DEMAND™



**USARAD.com**  
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## **USARad.com Launches XMRI.com (Beta)\* Consumer-Oriented Radiology Service**

Patent-Pending Automated Portal Enables Quick and Affordable Radiology Interpretations and Second Opinions

**November 23, 2011, Mt. Laurel, NJ**--USARAD.com, a leading national outsourced radiology solutions provider, announces the launch of XMRI.com, a revolutionary new radiology interpretation and second opinion service delivered over the Internet. The patent-pending, fully automated platform enables quick and simple web image upload with reports available within hours and even minutes. The price, as low as \$29 per report, makes this service affordable to virtually everyone.

While radiology second opinions within the medical community have been standard practice for years, until now this service has not been easily accessible by patients or has been very expensive. Now, XMRI.com makes obtaining radiology second opinions, as well as primary exam reads, simple, quick and affordable. The service helps enhance patient care by providing consumers with an important new resource for informed health care decision making.

Utilizing the XMRI.com website, anyone who would like a primary report or a second opinion on an imaging exam—patients, radiologists, other physicians, and medical facilities as well as legal or insurance professionals—can obtain one online. The site's proprietary patent-pending\*\* cloud-based technology enables users to upload images and receive a formal radiological report, often in less than an hour. The system utilizes a unique automated cloud-based technology platform, developed in partnership with Dicom Systems, Inc., a San Francisco based healthcare IT company and interoperability expert. A joint patent has been filed for the technology with The United States Patent and Trademark Office.

### **Patients**

According to Michael Yuz, MD, MBA, founder and CEO of USARAD.com and XMRI.com, "Consumerism in healthcare is at an all-time high. At the same time, experts predict that internet traffic will quadruple by the year 2014. Today, patients want to have an important say in who provides their health care and how they receive it. In radiology, more and more, they are demanding real-time information including quality exam interpretations, and the Internet now makes that possible."

### **Ask-The-Radiologist™**

In addition to interpretation service, a complimentary patient Q/A feature is available through the XMRI.com website. Patients can ask any question related to the radiology and imaging anonymously and receive an answer within 24 to 48 hours.

### **Radiologists**

Dr. Yuz also notes: "Radiologists often also have the need for second opinions. In many parts of the U.S. and around the world, radiologists practice solo, in rural areas, for example, and need occasional consultation on difficult exams. Radiologists also may be presented with a difficult or specialized case and need the expertise of a fellowship- trained or sub-specialty radiologist. In particular, a growing number of referring clinicians request subspecialty diagnostic reports, making this a key competitive differentiator and marketing tool to increase referrals. On occasion, radiologists are involved in medico-legal cases and need a specialist consultation. XMRI.com can meet all these needs."

## Peer Review

Additionally, radiologists and radiology centers can utilize the XMRI.com platform to upload studies for peer review and quality assurance. The XMRI peer review program is open to individual radiologists, hospital radiology departments, imaging centers, IDTFs, mobile imaging providers and multi-specialty physician groups.

## Referring Physicians

XMRI.com also makes radiology experts directly available to clinicians and any other medical professional. "There are many reasons to utilize XMRI.com," notes Dr. Yuz. "For example, a patient may have a digital copy of an imaging study but not have the radiological report. This often is true when a study is performed outside of the United States. Or, perhaps there is discrepancy between clinical and radiological findings, or the patient believes the report is not accurate."

## Insurance and Legal Professionals\*\*\*

Insurance companies can use the XMRI.com platform for the purposes of utilization and independent medical reviews. Attorneys and other legal professionals can use the service when a radiologist's expert opinion is needed. XMRI.com radiology experts produce detailed and when possible definitive reports. Therefore this service is valuable, for example, in personal injury cases where an expert opinion is necessary.

## Imaging Around the World

The XMRI.com service and reports are available in any language. Numerous countries worldwide are experiencing a shortage of radiologists overall and an acute shortage of radiology sub-specialists. In some areas, the average radiology report turnaround time is several weeks. American Board Certified radiologists are highly regarded throughout the world and are made easily available through XMRI.com.

## Future Upgrades

Multiple additional features are currently being developed and implemented. For example, in the near future, consumers will be able to utilize the website for long term image storage and instantaneous retrieval.

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\* Beta version of the product is released. This version may contain errors and may show some incompatibility with certain browsers. All issues are being addressed and feedback is encouraged.

\*\* US Patent Pending 61/551,473 "Method and apparatus for providing radiological second opinions", reports available in any language.

\*\*\* Due to conflict of interest XMRI.com may not be utilized in cases of medical malpractice cases where radiologist is a defendant. XMRI.com also does not provide an expert witness service at this time.

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## About USARAD.com

USARAD.com is a fully physician-owned and operated company that interprets general and a full range of subspecialty exams in all imaging modalities. Utilizing unique Radiology-On-Demand™ cloud-based technology, USARAD.com is committed to providing timely and responsive image review using highly qualified specialists. All subspecialty interpretations are performed by board certified fellowship-trained radiologists and cardiologists. USARAD.com offers state-of-the-art proprietary RIS and PACS technology for advanced report communications with client sites via web-based interface and fax. USARAD.com is headquartered in Mt. Laurel, New Jersey and is one of the fastest growing teleradiology groups in the country. The company provides 24/7/365 service in all 50 states for imaging centers, hospitals and mobile imaging providers.

**For further information on this unique new service, please call Dave Morgan at 888-886-5238 x 44 or Dan Klosterman at 888-886-5238 x 41, or visit [www.usarad.com](http://www.usarad.com).**

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## About Dicom Systems, Inc.

Dicom Systems ([www.dcmsys.com](http://www.dcmsys.com)) offers a 100% secure web-based DICOM and HL7 routing and interface engine appliance for hospitals, clinics and diagnostic imaging centers. Its proprietary technology dramatically simplifies the client's IT structure by applying industry standard protocols, such as SNMP, SSL/TLS, DICOM and HL7, thus enabling users staggeringly quick and effective access to information regardless of their physical location within the enterprise. Trusted by top healthcare facilities, and providing the most effective integrated workflow in digital imaging, Dicom Systems ensures that doctors, practitioners and diagnosticians have the most reliable and most immediate access to patient data from across their Healthcare Enterprises. Dicom Systems' unique technology can significantly simplify and improve your IT structures, and provide a highly efficient and cost effective solution to enterprise communications.

**For further information on this unique new service please contact Tanya Wehr, Dicom Systems, Inc. 415.684.8790, [tanya@dcmsys.com](mailto:tanya@dcmsys.com)**