

Jeanne-Marie Phillips
CoActiv Medical
Ridgefield, CT
888-655-3434
jeanne.phillips@coactiv.com

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CoActiv Medical and PenRad Announce Sales Alliance to Provide Integrated Mammography Image and Information Management

November 22, 2011—Ridgefield, CT—CoActiv Medical announces a sales alliance with PenRad for the delivery of an advanced, integrated image and information management solution for mammography. The new relationship will enable both companies to deliver a seamlessly integrated solution combining CoActiv EXAM-PACS[®] and CoActiv EXAM-VAULT[®] Archiving with the complete suite of PenRad Mammography Information System Modules, enabling breast centers to reap the many benefits of a complete, seamlessly integrated mammography system.

CoActiv has been a leader in PACS and cloud-based image and data storage since 2003. In recent years, the company's technology has been installed at a large and rapidly growing number of advanced mammography sites, where it supports FFDM, dedicated breast specific gamma imaging (BSGI) and more recently DICOM standard breast Tomosynthesis exams. Its state-of-the-art EXAM-VAULT Quad-Redundant cloud-based archiving stores tens of millions of breast images in a full range of modalities, as well as the complete spectrum of other radiology, cardiology, orthopedic and other imaging studies. CoActiv also supports image viewing on a full range of today's portable devices, including the iPhone, iPad, Android and Kindle Fire.

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“CoActiv’s collaboration with PenRad enables us to expand our commitment to meet the full breadth of needs of a mammography site with an advanced, integrated solution,” says Ed Heere, CoActiv president and CEO. “We are pleased to partner with the industry leader in mammography information systems that deliver both clinical and financial value to clients.”

PenRad is a leader in image and information management and offers solutions for productivity and revenue optimization in mammography, general radiology and vascular workflow. Designed for flexibility and easy integration, PenRad products offer fast and reliable interpretation, reporting, tracking and management of clinical data, offering optimized efficiency and productivity.

About CoActiv

CoActiv Medical[™] is a leading healthcare software and IT systems provider offering a full line of PACS, digital image and data storage services and related solutions for hospitals, imaging facilities and medical practices of all sizes. CoActiv’s EXAM-PACS[®] family of web-based PACS solutions provide leading edge, affordable and scalable image management with sophisticated tools that cater to the needs of radiologists as well as a full range of other imaging specialists. Available as both enterprise server-based and cloud-based solutions, EXAM-PACS is designed for easy integration into imaging facilities of any size. Comprised of modular software components, EXAM-PACS enables any site to customize a solution to meet their specific needs and budgets or to add advanced functionality to an existing PACS solution. EXAM-PACS includes EXAM-FILER[®] CD-burning solution; vendor-neutral, cloud-based HIPAA-compliant, offsite/online EXAM-VAULT[®] QUAD-REDUNDANT ARCHIVING[®]; patent-pending EXAM-SENDER[®] referring physician system; EXAM-3D[®] advanced, multi-modular 3D color

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reconstruction and visualization; EXAM-NET[™] teleradiology suite and EXAM-BROWSER[™], a revolutionary fully cloud-based, zero-footprint universal DICOM viewer that enables anywhere, anytime review of medical images on any PACS from any platform, including iPhone, iPad, and all Android and other tablets and smartphones. EXAM-PACS includes such premium features as support for breast specific gamma imaging (BSGI) and storage of non-DICOM data such as prescriptions, reports and surgical plans in patient files. Complementing this is CoActiv's family of EXAM-RIS[®] solutions scaled for imaging facilities of every size site and budget. Contact **CoActiv at (877) 262-2848; ed.heere@coactiv.com; www.coactiv.com**.

About PenRad

Founded in 1995, PenRad's suite of innovative software products enhance professional productivity and workflow, quality and revenue in radiology image and information management. PenRad's portfolio of software products include information systems for women's imaging and the vascular lab, providing fast, reliable, secure tracking, reporting and management of critical patient data. Additional software products include PenView[™] diagnostic reading station, Compass[™] breast MRI analysis and B-CAD[®] ultrasound CAD. PenRad also offers integrations with various risk analysis algorithms, Hughes RiskApps[™], Volpara[™] breast density software, Osteogram[®] for BMD analysis and archiving solutions powered by EBM Technologies[™]. PenRad partners with customers to optimize workflow by integrating with existing infrastructures or providing a complete solution. PenRad is the *Best in KLAS*[®] leader for MIS – three consecutive years. Visit PenRad at RSNA, booth 4604, or www.penrad.com for more information.