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INVOLVED

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Ask Mike!

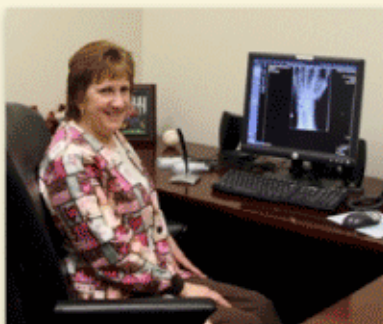
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INFINITT makes PACS affordable for Orthopedic Associates of the Greater Lehigh Valley



Mary Smith, Chief Technologist at Orthopedic Associates of the Greater Lehigh Valley

Few orthopedic groups can afford the capital investment in CR/DR and PACS that are required to go from film to electronic operations.

When Orthopedic Associates of the Greater Lehigh Valley opened their second location in October of 2005, they had hoped to implement an Electronic Medical Record (EMR) system and PACS.

"The idea was to go paperless and 'filmless' right from the start," said Joe Sieger, Administrative Director of OAGLV. "But we found that the CR and PACS were cost prohibitive. We weren't able to make the transition until INFINITT released the INFINITT *Smart-Net* PACS solution in 2007."

How did the INFINITT *Smart-NET* PACS make the difference?

The INFINITT *Smart-NET* PACS is a hosted PACS solution. This means that INFINITT provides the infrastructure -- things like servers, modality interfaces, online and offline storage, IT support and maintenance -- so that OAGLV can view images digitally and interact with them with just a couple of mouse clicks. OAGLV purchased the CR unit and physicians' laptops, but they pay for PACS functionality on a fee-per-procedure basis.

With a minimal upfront investment OAGLV has eliminated film and all the hassles that go along with it. In addition to saving money on film and supplies, they have increased productivity and improved communication. Physicians can show patients their images on the viewer, using tools like Region of Interest and magnification. They can consult with a physician in another location while viewing the patient study simultaneously. And they can access digital images on the PACS system at Warren

Hospital, sometimes even saving a trip to the Emergency Department.

Is the INFINITT *Smart-NET PACS* right for you?

- Does your practice do less than 15,000 imaging studies per year?
- Would you prefer to pay for PACS functionality from your operating budget, redirecting the dollars saved on film, supplies, and processor maintenance?
- Would you prefer to pay for PACS on a usage basis, ensuring that imaging costs only increase as utilization and revenues do?
- Would you prefer to have INFINITT provide IT support rather than using in-house IT resources?
- Would you prefer to conserve capital and use off-balance-sheet financing to acquire PACS functionality?
- Would you feel more comfortable investing in PACS if you knew technology upgrades were included in the vendor contract?

If you've been thinking that your practice could benefit from going "filmless", but haven't been able to justify the capital investment, talk to INFINITT and find out whether the INFINITT *Smart-NET PACS* solution will work for you.

Looking for Answers?

... **Ask Mike!** The 'Ask Mike' link on our web site provides answers and backup training on our PACS, RIS and integrated functions. Need step-by-step instructions on how to scan documents? Use the integrated dictation feature? Print film or paper, or burn CD's?



Or, if you're a radiologist, do you need help reconstructing a series with MIP or MPR, or want to learn how to create advanced hanging protocols?

The 'Ask Mike' tutorial covers basic, intermediate, and advanced functions of the RIS viewer, PACS viewer, and advanced Database tables, as well as several add-on modules that are available as options with the INFINITT offering.

PLUS –

We will continue to add to the 'Ask Mike' page. Upcoming additions include:

- Cheat sheets and user guides that can be downloaded, printed or viewed online.
- Visual Release Notes that show you what's changed in software version upgrades.
- Online demo's of INFINITT software for specialized applications including 3D, Cardiology,

Mammography, and Ortho.

- A “fast workflow” video that provides examples and scenarios to help you streamline workflow.

If you're an INFINITT customer, dealer or employee, you can request a login name and password by emailing Mike Higgins at askmike@infinittna.com. Or just go to web site, www.infinittna.com, and click on the button that says 'Ask Mike'.

Fallon Clinic and INFINITT working together... again



The Fallon Clinic is the largest multi-specialty group in central Massachusetts, with more than 250 physicians practicing in over 20 locations. They are leaders in health care delivery, achieving some of the highest quality of care ratings in the country.

In keeping with their reputation for being dynamic and progressive, Fallon embraced PACS technology, implementing the SmartPACS system in 2005. And, when it came time to replace the system or upgrade to the INFINITT PACS, they chose to stay with INFINITT.

INFINITT is proud to name the Fallon Clinic among its repeat customers: their continued business attests to Infinitt's ability to support a top-notch, multi-site healthcare provider with complex, wide-area-distribution needs

Pat O'Connor INFINITT Executive Account Representative, New Jersey



Pat O'Connor has been in healthcare for 26 years. He has been a Radiology Manager at Paul Kimball Hospital in Lakewood, New Jersey, an MR Specialist with Picker/Marconi, a top sales producer with GE Medical, and President of Paladin Medical Development & Management, a company involved with imaging center development/ownership.

After years of working on the modality side of diagnostic imaging, Pat felt imaging IT offered the greatest growth opportunity. He was attracted to INFINITT because he thought our web-based, single-database RIS/PACS/3D platform was technologically superior to competitive systems, and he particularly wanted to work for a dedicated RIS/PACS company.

Pat says one of the things he likes most about INFINITT is how flexible we are in structuring deals to accommodate the client. We do hardware and software deals, software-only deals, full-service turnkey PACS or Infinitt-hosted, ASP solutions. Our systems are very scalable, and we go

out of our way to configure the best solution for the customer. This sometimes means working with existing equipment rather than replacing it, but it shows that we're not just looking to boost sales.

Pat says it's refreshing to find a company that emphasizes product quality, customer service and a long-term relationship with its customers. That's how he likes to work. And you can tell it's a winning combination because he's been a big contributor in tripling Infinitt's annual sales volume.

Welcome to INFINITT:
The following employees
have joined our company



Mark Grivas
Systems Support Representative

Mark joined Infinitt in early February, working out of Southeastern Michigan. In his last position Mark was in charge of training, support and escalated ticket issues at RAC National in Plymouth, Michigan. With INFINITT, Mark travels to customer sites to train new users and set up new equipment.

Brenda Mann
Product support Representative

Brenda joined Infinitt in mid-February, having worked previously in the human resources department at a radiology office in New Jersey. Her position with INFINITT involves PACS and RIS applications and training.

Michael Smith
Product Support Specialist

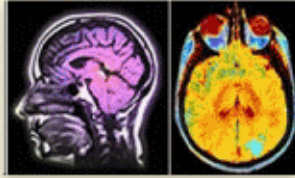
Mike was president of Image Management Group (IMG), an INFINITT dealer, before he became an employee with the company. Mike has a background in X-ray, digital imaging and teleradiology, and sold and implemented our PACS systems in the southeast. His current position entails sales support, doing demo's and applications.

Christian Smith
Technical Support Representative

Christian also came to us from Image Management Group and became an INFINITT employee on the first of January. Christian did Applications Training, Implementation Support, Project Management, Help Desk, etc. at IMG, and is now doing technical support, applications, project management and some sales support for INFINITT.

INFINITT to Exhibit at
MRMS Conference

The 17th ANNUAL **Magnetic Resonance Managers Society (MRMS)** CONFERENCE will be held in Clearwater, Florida, April 27 – 29, 2008. MRMS is a non-profit organization established to promote the



professional growth of its membership, and committed to advancing high standards of training and education in magnetic resonance imaging.

Becky Daniel, Infinitt Sales Representative out of Georgia and Adam Winokur, Infinitt Product Support Representative, will be there to demonstrate INFINITT PACS and INFINITT 3D. If you or someone from your organization would like to schedule a demo, please email sales@infinittna.com.

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