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### **Florida Institute for Advanced Diagnostic Imaging Installs GE Healthcare's Centricity PACS-IW**

*State-of-the-Art Image and Information Management System Set to  
Dramatically Enhance Patient Care and Service to Referring Physicians*

PORT RICHEY, Fla., May 6, 2009 – FLORIDA INSTITUTE for ADVANCED DIAGNOSTIC IMAGING announced today that it has installed GE Healthcare's Centricity® PACS-IW, a leading Web-based Picture Archiving and Communications System (PACS). The new PACS will help Florida Institute for Advanced Diagnostic Imaging provide improved service to its patients and referring physicians by eliminating the need for traditional x-ray film, while quickly transitioning to an all digital workflow. This transformation will enable radiologists to interpret diagnostic imaging studies digitally instead of using traditional film viewers, resulting in radiology results (e.g., images and reports) quickly available for review by referring physicians and their patients. Centricity PACS-IW is marketed, developed and supported by Dynamic Imaging Solutions, a business unit within GE Healthcare's Integrated IT Solutions division.

"Florida Institute for Advanced Diagnostic Imaging has embraced the most modern PACS technology, which will dramatically enhance our level of care and the overall service we provide. Fundamentally, Centricity PACS-IW represents a revolutionary change in the way we practice radiology," said Dr. Steven Strobbe, President at Florida Institute for Advanced Diagnostic Imaging. Today's modern imaging modalities, such as computed tomography (CT) scanners, produce an enormous amount of data.

In years past, standard radiology practice was to print, for example, CT exams to x-ray film. The stacks of films were then managed using film folders, file rooms and manual processes, such as hanging film on light boxes or film viewers. In contrast, the latest scanners can produce thousands of images per study, which make it no longer feasible to print and manage imaging studies using film.

“Once the exam has been completed, our radiologists have immediate PACS access to patient images. Our radiologists can then manipulate the images using the latest diagnostic techniques, quickly interrogating every nuance of the data, to include three-dimensional manipulation. That’s simply not possible using film,” continued Dr. Steven Strobbe. Through the elimination of numerous manual processes required with the handling of x-ray film, efficiencies will be gained and will directly result in tangible benefits to patients and their physicians. Florida Institute for Advanced Diagnostic Imaging’s patients will no longer have to carry around stacks and stacks of x-ray films from physician to physician, as they will now be given CDs that include their imaging exams and reports complete with an auto-launching image viewer. Referring physicians may be immediately alerted (via e-mail) when the results of their patients’ examinations are available, and also have secure access to all of their exams online—all from the convenience of a Web-accessible desktop PC.

Dr. Steven Strobbe added, “Our PACS provides complete, secure, and most importantly, convenient referring physician access to imaging results. No more couriers, no more waiting, and no more delays. Centricity PACS-IW allows our radiologists to describe their findings to referring physicians in a very sophisticated, yet easily understandable way, through carefully created key image collages that supplement and provide a visual explanation of the radiology report. Key image collages, also described as “print pages”, may be printed by the referring physician along with the radiology report. The PACS tools of the radiologist are also the same tools for referring physicians. This enables referring physicians to digitally view imaging exams when consulting with radiologists, viewing exams at home or at the physician office and also, during *patient consultation*. This conversion to a digital imaging workflow, we believe, will be very well received by our referring physicians and our mutual patients.”

By implementing Centricity PACS-IW, Florida Institute for Advanced Diagnostic Imaging demonstrates its commitment to investing in leading-edge healthcare technology, providing the ultimate in radiology services for referring physicians and the patients they serve. The ease of use and broad functionality of Centricity PACS-IW is a product of many years of clinical input from world-class radiologists, physicians, and information technology professionals.

For more information about Florida Institute for Advanced Diagnostic Imaging, please contact Lori Brienza, R.N., L.H.R.M., Facilities Director at 727-868-2151, or online at [www.diag1.com](http://www.diag1.com).

### **About Florida Institute for Advanced Diagnostic Imaging**

Located in Port Richey, Florida, the privately owned radiological center is dedicated to its pursuit and understanding of advanced outpatient cardiac diagnostic technology. Having completed over **5000** Coronary CT Angiographies the organization is positioned as a national leader in non-invasive cardiac CT imaging. Additionally, with the availability of on-site Cardiac MRI, Cardiac Nuclear Stress Thallium, and PET scanning capabilities, FIFADI is now gathering substantial amounts of clinical data that will correlate and complement research data accumulated by the nation's finest academic and research institutions. The facility is committed to improving and expanding on clinical technology accuracy, cost effectiveness, and patient recovery times. For more information about FIFADI please visit our Web site at [www.diag1.com](http://www.diag1.com).

### **About GE Healthcare**

GE Healthcare provides transformational medical technologies and services that are shaping a new age of patient care. Our expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, performance improvement, drug discovery, and biopharmaceutical manufacturing technologies is helping clinicians around the world re-imagine new ways to predict, diagnose, inform, treat, and monitor disease, so patients can live their lives to the fullest.

GE Healthcare's broad range of products and services enable healthcare providers to better diagnose and treat cancer, heart disease, neurological diseases, and other conditions earlier. Our vision for the future is to enable a new "early health" model of care focused on earlier diagnosis, pre-symptomatic disease detection, and disease prevention. Headquartered in the United Kingdom, GE Healthcare is a \$17- billion unit of General Electric Company (NYSE: GE). Worldwide, GE Healthcare employs more than 46,000 people committed to serving healthcare professionals and their patients in more than 100 countries. For more information about GE Healthcare, visit our website at [www.gehealthcare.com](http://www.gehealthcare.com).

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