



**FOR IMMEDIATE RELEASE:**

**VIVALOG TECHNOLOGIES TRIPLES MYPACS ENTERPRISE INSTALL BASE**

Seattle, WA, November 23, 2007 – In 2007, Vivalog Technologies tripled the customer base for its teaching file and knowledge management software, MyPACS Enterprise, to 30 installations. MyPACS is not a PACS, but rather a web-based knowledge management system that extends a hospital's existing PACS with functionality for teaching files, decision support, conferencing, and sharing images beyond the hospital's firewall.

"Word is getting out that MyPACS is a really good product," says Dr. Rex Jakobovits, president of Vivalog. "Every one of our sales has come from customers talking to their peers about how MyPACS saves their radiologists time, reduces diagnostic errors, improves communication, and makes it easier to conduct conferences. It's been a good year."

New customers include leading medical centers such as Lahey Clinic, Fletcher Allen, U.C. Davis, U. Alabama, and Sint Maartenskliniek in the Netherlands. "We've started getting a lot of calls from Europe," says Dr. Jakobovits. "All indications are that we're going to have rapid success there."

Several new childrens' hospitals also purchased MyPACS Enterprise, including Vancouver Childrens, Texas Childrens, and Childrens Omaha. "That makes nine childrens hospitals," said Dr. Jakobovits. "It's a close knit community, and they like to spread the word."

Dr. Phillip Silberberg, pediatric radiologist at Omaha Childrens, has been a fan of MyPACS.net for the past four years, and was happy when his department decided to buy MyPACS Enterprise. "This was a very good investment for us," says Dr. Silberberg. "MyPACS will really change how we train residents and conduct weekly conferences, rounds and tumor boards. It's been a tedious process, copying images to make PowerPoint slides. But the Enterprise version will integrate directly with our PACS, so when I see a case that I want to discuss, I can just send it to MyPACS and stick it in the conference folder, and it's ready to present. I really love the PowerPoint export feature, which lets me turn any case into a nice-looking presentation with a single click. Each key image is formatted and put on its own slide with a caption, so I don't have to do it manually. Another great benefit is that if I want to get an informal second opinion from a remote colleague, with a single click the case can be anonymized and forwarded to a web site beyond the firewall where my colleague can access it. He receives an email with a link to click on, and he can view the entire series in his web browser, adjust window/level, zoom in, as if he had access to our PACS, except without patient identifiers."

Following the lead of the American College of Radiology, who purchased MyPACS last year for hosting their online learning file, several other societies have become customers as well, including the American Society of Emergency Radiologists (ASER), and the Aurora Breast MRI Society. MyPACS provides these societies with an added-value service to their members, allowing them to build up a collection of cases for training and decision support.

Additionally, nearly all of Vivalog's existing customers upgraded to the newest version of MyPACS. That list includes Mallinckrodt Institute, Cincinnati Childrens, Boston Childrens, U. Pennsylvania, U. of Washington, and of course, the Mayo Clinic, which has been Vivalog's largest customer to date. "These loyal customers, particularly Mayo, drive our product forward by helping to fund the ongoing development of new features," said Dr. Jakobovits. "The success of

MyPACS is due to the fact that we've been customer-driven from day one, and they tell us exactly what we need to build next every step of the way."

### **About Vivalog Technologies**

Vivalog Technologies, with headquarters in Seattle, Washington, offers knowledge management solutions for imaging departments worldwide. Founded in 2001 with a grant from National Institutes of Health, Vivalog's web applications are used by thousands of institutions around the world. Vivalog's core expertise is in applying the latest collaborative web technologies towards improving clinicians' ability to share and manage medical images. Vivalog's popular online community, MyPACS.net, has 14,000 registered members who have shared over 75,000 images with each other.

For more information, please contact:

#### **Vivalog Technologies**

Todd Marshall, Media Relations

(206) 933-1240

[www.mypacs.net](http://www.mypacs.net)

#### **Omaha Childrens Hospital**

Phillip Silberberg, Pediatric Radiologist

(503) 349-0690

###