

Pro Medicus seals milestone UK deal

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Australia's leading health IT and e-health provider Pro Medicus (ASX:PME) has achieved another strategic milestone with today's announcement of its first international supply deal - a contract with one of the UK's largest private radiology groups, MIA Lodestone.

MIA Lodestone is a wholly owned subsidiary of MIA Group Limited (ASX:MIA). MIA, Australia's leading diagnostic imaging services provider, already uses Pro Medicus products for its 2 million plus Australian patients each year.

Under the terms of the new deal, Lodestone will standardise its fifteen UK sites on a suite of Pro Medicus products including the Practice Management System (PMS), the Pro Medicus Appointments System and the Pro Medicus Management Information System (MIS). Lodestone will also allow Pro Medicus to use the Lodestone sites to demonstrate the technology to other potential UK clients.

The UK health system is a growing market worth more than GBP49 billion which is primarily serviced by the National Health Service (NHS). The UK Government has committed an additional GBP19 billion to the NHS over the next five years and has announced a number of incentives to boost the involvement of private medicine in the UK.

"This is a huge step forward for our company," said Dr Sam Hupert Pro Medicus CEO. "The UK market is over three times the size of Australia's. This sale provides us with a guaranteed entry point into the UK and will help us form a strategic presence in the European market. Having fifteen key reference sites will greatly enhance our ability to secure further sales to the British health system via the NHS Trusts and other private radiology facilities."

MIA UK CEO Walter Kmet said, "We completed a comprehensive analysis of UK based radiology systems before choosing the Pro Medicus suite of products. Pro Medicus won this deal on the robustness of their technology and experience in the radiology sector. The Pro Medicus system will assist us in delivering better service to our patients and their doctors."

"MIA will now have a single, worldwide IT platform that has the potential to electronically bridge it's global operations and allow for information sharing and balancing of the diagnostic workload between the UK and Australia. We are confident Pro Medicus will provide us with the IT infrastructure to cater for our growth in Australia and the UK."

The Lodestone deal has the potential for Pro Medicus to significantly broaden the revenue base from its strong Australian foundation and strategically position it to explore further offshore opportunities throughout the UK and Europe. As it grows with MIA into those markets, Pro Medicus also has the opportunity to market its innovative suite of digital radiology products, developed through its alliance with global imaging giant Agfa Healthcare.

"With our recently announced digital radiology products, we now have arguably one of the most comprehensive ranges of leading edge solutions for the radiology profession," said Dr Sam Hupert. "This UK deal is a big step towards maximising the potential of these products in the world market, something we and our alliance partners are very keen to see happen."

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