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## Pro Medicus Makes Second Digital Imaging Sale in a Month

Australia's leading medical IT and e-health provider Pro Medicus Limited (ASX:PME) has secured another significant contract for its digital radiology products. The company today announced the sale of its full suite of practice management and digital radiology products to Manningham Diagnostic Imaging (MDI), a new and leading edge diagnostic imaging practice in Melbourne's eastern suburbs.

This contract follows the announcement last month of a \$1 million public sector deal in which the Pro Medicus digital technology will be used to link the medical imaging departments of health services and public hospitals across a large geographical area.

Manningham Diagnostic Imaging is a new-generation private practice that offers a comprehensive range of state of the art imaging services to the non-hospital based community market. The practice is aiming to leverage the latest technologies to gain significant strategic advantages. MDI hopes to gain efficiency, along with improved patient care and better service to referring doctors.

Pro Medicus managing director, Dr Sam Hupert said, "It has been well accepted in medical circles for some time that digital radiology is the way of the future. Through our efforts we are seeing this become a reality here in Australia. In the space of less than a month, we have secured two significant sales of our digital imaging technology, one in the private and the other in the public sector, a trend that we anticipate will rapidly gain momentum."

"Committing to digital imaging integrated with Pro Medicus will allow us to deliver a superior service to the community and to our referring doctors. It also gives us an immediate competitive edge in terms of practice efficiency whilst ensuring a more satisfying working environment for our professional staff. In addition, the scalability of the technology ensures that we will maintain that edge as the practice grows," said Manningham Diagnostic Imaging CEO, Mr. Chris Ericksen. "Being able to electronically distribute images as well as reports to our referrers will help differentiate us from others as we will be one of the first Melbourne based practices able to routinely provide this service."

New practices such as Manningham Imaging represent a substantial growth opportunity for Pro Medicus' digital technology according to Dr Hupert. "These new practices will all go digital from the outset rather than invest in legacy analogue systems," he said. "They see the benefits and realise the competitive advantage that this technology delivers. No other company can offer them this type of solution."

**For more information visit [www.promedicus.com.au](http://www.promedicus.com.au) or contact:**

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## **Digital Radiology**

A major shortcoming of conventional film-based radiology is that x-ray images can only be in the one place at one time. As a result, patients are asked to store their own x-rays and must remember to bring them to subsequent consultations. This practice is cumbersome and often results in past x-rays being lost or misplaced. Ironically, and inefficiently, modern machines take images digitally and it requires an extra step to transfer them to film.

With Pro Medicus digital technology, when the patient arrives at the front desk, their past examinations and reports are automatically retrieved from electronic archives. The radiologist can then compare both present and past images to assist in the diagnostic process. These images and reports can then be electronically delivered to referrers and other related health professionals.