



THE MARKETECH GROUP

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Press Release – July 18, 2008
For Immediate Release

ImagePRO – A New Voice for Imaging Managers *New Panel Leverages Shift in Decision-making Power*

July 18, 2008 – On July 1, 2008, The MarkeTech Group (TMTG) launched ImagePRO, the first longitudinal panel of over 600 US-hospital based imaging directors and managers. During its pilot phase in the first half of 2008, TMTG's clients eagerly sought out the "voice" of these imaging professionals.

"ImagePRO will irreversibly change the nature of voice-of-the-customer (VOC) research studies in medical imaging," said Dr. Christian Renaudin, TMTG founder and C.E.O. "In the last 10 years at TMTG, we have witnessed a dramatic shift in power between clinicians and administrators in medical imaging purchase decisions. We thought it was time to give a formal voice to radiology administrators."

The ImagePRO panel membership represents an estimated 25% of the nation's hospital diagnostic imaging purchasing power and provides highly accurate information that is calibrated to the market. The quality of this new opt-in panel is fully ensured as each panel member is subject to a strict enrollment policy. Manufacturers and service providers in the imaging industry can now utilize the expertise of ImagePRO to acquire powerful VOC feedback.

"The MarkeTech Group has an impressive track record in medical imaging research," said Steve Weiss, the current Chairman of Medical Tactile, former CEO of Lumisys (sold to Kodak in 2000) and co-founder of ADAC Laboratories and Virtual Imaging, Inc. "When I was part of Lumisys, I used TMTG for several key studies including conducting the pivotal research that convinced our board of directors to launch Auntminnie.com under the guidance of Dr. Phil Berman. They clearly have the expertise to manage a panel of this caliber and I like the fact that smaller companies can finally access quality market studies."

"The MarkeTech Group is a leader in market research for the medical imaging industry. Their recognition that imaging managers now play a more integral role in purchasing decisions validates what we have learned from our membership", said Jeffrey Palmucci, President of AHRA, the Association for Medical Imaging Management.

One member of the ImagePRO advisory panel, Robbie Edge, says, "As a group, imaging administrators are playing a growing role in imaging equipment and vendor selection because we must represent all the stakeholders – patients, radiologists, referring clinicians and our financial constituents. What I like about ImagePRO is that it is an independent forum which provides us with an effective, yet neutral, position in the industry."



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For more information, stop by our booth #223 at AHRA 2008 in Denver, CO for the annual American Healthcare Radiology Administrators meeting. You can also contact us at (530) 792-8400 or visit us on the web at <http://www.themarketechgroup.com>

About Medical Tactile, Inc.:

Medical Tactile, Inc., is a leading developer of pre-mammography technologies for the detection and assessment of cancer and other diseases of the breast. Medical Tactile's mission is to improve the quality and cost-effectiveness of healthcare services in this area. For more information, visit the MTI website at <http://www.medicaltactile.com>.

About The MarkeTech Group, LLC:

TMTG, an international marketing research and consulting firm focusing exclusively on medical technology since 1996, is the leading ad hoc Voice-of-Customer (VOC) solution provider in medical imaging. With offices in the US and EU, TMTG combines deep medical knowledge and market research expertise to produce findings that allow its client to make critical business decisions quickly and confidently.

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