



Alpha Imaging Inc. Newsletter

April 2010

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Digestive Disease Week

May 1-5, 2010

Ernest M. Morial Convention Center

New Orleans, Louisiana

Click [Here](#) For More Info

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American Urological Association

May-29-June 3, 2010

Moscone Convention Center
San Francisco, CA

Click [Here](#) For More Info

Riverrain Medical

April is here and our beloved Cleveland Indians have begun their quest for the Pennant...they have had a rough start, but it's a long season so hopefully they can pull it together. Now the Cavs, on the other hand remain red hot. We are looking forward to a strong playoff run and hopefully a championship in Cleveland! The Cavs are a good example of a team of people with strength, depth a good work ethic and respect for the game.

Ok, I know the analogy is quite obvious...Over the past 25 years, Alpha Imaging has expanded the products and services we provide. We have also grown our infrastructure to accommodate the growth we have experienced. We have depth in our organization that most of our competitors lack due to layoffs and attrition. Many of you have experienced that depth by seeing the new faces at Alpha over the past several years. We have a group of people with a work ethic that is second to none. And we have respect for the industry.

Many of Alpha Imaging's team have "grown up" in the medical imaging industry. We have seen changes, both good and bad. We have seen technology explode which ultimately provide patients with the best healthcare offering in the world. We are all a part of one of the most dynamic, challenging and rewarding sales and service industries in the world. And we look forward to what the future holds.

So when it comes time to talk about your medical imaging needs, please keep in mind your sales and service representatives from Alpha. We have some exciting new products as well as established tried and true solutions.

Check out the side bar for a new product offering that can dramatically improve physicians confidence in reading chest images. Thank you for taking time to read this message and you will hear from me again next month.

Michael Perrico
President, Alpha Imaging, Inc.

Alpha Imaging Installs Omega EP Lab at Trinity West Hospital

Introduces SoftView™

SoftView™ is an innovative image enhancement technology created by Riverrain Medical and distributed by Alpha Imaging that is designed to increase the clarity of chest X-rays by suppressing bone on the digital image. This



enterprise-wide solution uses

existing digital X-ray equipment, providing a soft tissue image for digital chest X-rays. Using advanced bone suppression technology, SoftView automatically provides a soft tissue image for more confident image interpretations. Easy to set-up and

configure, the enhanced SoftView image will be automatically displayed in the patient file, without the need for a separate workstation. [Click Here](#) to see examples of clinical images.



Quick Links

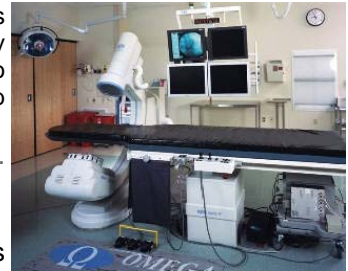
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Alpha Imaging is proud to have been the vendor of choice to install a new Electrophysiology lab manufactured by Omega Medical Imaging for the Trinity Health System. The [Omega EP lab](#) is used for the treatment of electrical problems of the heart. Trinity joins other hospitals like Ohio State University and Emory University in Georgia who also utilize the Omega Lab Technology, a radiation levels. Tthospitals.



The lab uses pulsed variable

fluoroscopy (x-rays) reducing the dose of radiation to the staff and patient. The high quality clinical tools give Trinity physicians better visualization of the anatomy supporting complex procedures like atrial ablations. The 3D image increases the confidence in the location of the catheters during the procedures improving the efficiency of the lab speeding up the procedures for the patient.



Patients living in the Steubenville Ohio area can now have the highest level of EP Lab technology in their own backyard without having to drive to Columbus or Pittsburgh.

Trinity also benefits from having local cardiologists providing care in the EP Lab. The new Lab will also improve the efficiency in the implantation of Pacemakers, Defibrillators (ICD's) and Bi-Ventricular Pacemakers for Heart Failure.



Alpha Imaging Has Gone Green

Say or believe what you will about the energy challenges confronting all of us these days, we believe that by taking advantage of today's newest technologies to cut costs, improve efficiencies, and reducing our carbon footprint makes good business sense.

During the past 6 months Alpha Imaging has made significant investments in so called green technologies that have succeeded in reducing our electric bills, have saved paper, and has improved our employee efficiencies.



Alpha Imaging has recently implemented new Service Management software that enables our Field Service Engineers to abandon old paper based methods of filing service reports to an internet based method that produces electronic reports which can be emailed to our customers.

In addition to this, very soon our customers will have the ability to access their service records online via their own personalized secure



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web portal.

Alpha Imaging has also enlisted the services of local electric contractors to remove all of the old lighting in our main headquarters to be replaced with energy cutting ballasts and green fluorescent technologies that will cut our company's annual energy usage by 45%.