

November 28, 2007

**RCG HEALTHCARE CONSULTING LAUNCHES SERVICE
TO REDUCE CT RADIATION EXPOSURE**

Pilot Study Results Point to Dramatic Decrease in Radiation Dosage in CT Exams

BOSTON, MASSACHUSETTS – November 28, 2007 -- RCG HealthCare Consulting announced today the launch of an innovative service to reduce radiation dosage for patients undergoing CT exams. This full-service solution assesses current CT exam practices and protocols, develops a baseline radiation exposure profile, delivers new, optimized CT protocols proven to markedly reduce patient dose, provides training and support for technologists and radiologists, and monitors periodic dosage results to identify further opportunities for refining the overall process.

“The desire to reduce patient radiation dosage in CT is rising. A welcome development considering the significant CT radiation burden to the population.” says Dr. Giles Boland, Vice Chairman of Radiology at Massachusetts General Hospital (MGH), and RCG Senior Consultant and Board Member. “This desire has emerged due to the increasing and important role of CT exams in patient care.”

For the past ten years Massachusetts General Hospital (MGH) has not only successfully lowered radiation dosage through optimization of CT protocols but also has developed comprehensive guidelines to assure clinically appropriate exam utilization. RCG’s RadPOPS-CT™ service leverages these ten years of experience for its clients, reducing patient radiation dose by an average of 60 percent during pilot testing.

Boland notes, “Done correctly, reducing radiation dosage does not compromise image quality; interpretation accuracy is not impacted by the lower amounts of radiation used

with optimized protocols. By utilizing RadPOPS-CT™, organizations can improve patient safety and reduce unnecessary costs, improving overall healthcare delivery.”

About RCG

RCG HealthCare Consulting (RCG) offers unique IT and management consulting services to hospital radiology departments, group practices and free standing imaging centers worldwide. RCG’s experienced consultants are practicing professionals, providing the most innovative solutions and up-to-date knowledge in their fields. RCG is also the preferred radiology consultant of the University HealthSystem Consortium. For more information, please visit www.theRCG.com.

RadPOPS-CT™ is a registered trademark. All rights reserved.

--end of message --

Contact:

RCG Healthcare Consulting

David W. Charpie
Executive Director
Tel. 617-643-2304
E-mail: dcharpie@thercg.com

Agency

Rhonda Silverman
IMAGE Unlimited, LLC/David Roth Group
Tel. 215-923-0800
E-mail: rhonda@davidrothgroup.com