As the second day dawns on RSNA's 100th annual meeting, representatives of more than 650 companies—spread out over half million square feet of space, demonstrating products both cutting-edge and tried and true—are ready to meet more meeting attendees.

Radiology has never stopped advancing and improving throughout RSNA's long history: each year new technology is unveiled by companies old and new. One company, with a long history in healthcare technology is McKesson, located at Booth 7313 in the North Building, Hall B. McKesson is again bringing solutions to RSNA and their customers that help breakdown the information silos between radiology or cardiology solutions and reduce the complexity introduced through consolidation.

"McKesson has always been a thought leader in healthcare technology and we remain well positioned to lead the industry," said Erkan Akyuz, president of imaging and workflow solutions. "McKesson is pleased to work with our customers by providing the intelligent workflow and interoperability that creates unified access to patient records and helps our customers deliver better healthcare while achieving better business outcomes."

Alongside veterans like McKesson at RSNA 2014 are about 100 first-time exhibitors, with products to help attendees keep up with the latest imaging topics such as X-ray photon counting detection and everyday issues like bookkeeping.

Other longtime exhibitors on the showfloor are introducing new products and services too, across the wide range of interests and subjects of RSNA annual meeting attendees—included are CT, MR, interventional radiology, nuclear medicine, radiography and ultrasound hardware and software, contrast agents and other pharmaceuticals, departmental management products and services, educational literature and electronic health records. Also available are products for film and image management and quality assurance and safety, as well as DICOM compliant systems.

McKesson Helps Deliver Efficient Workflow for Quality Initiatives

McKesson’s solutions for enterprise imaging help promote efficient workflow and lower costs, going beyond simple neutral archives to improve interoperability. “As the industry and our customers transition from volume to value-based care, we will help them reduce the duplication and complexity,” Akyuz said.

“That transition,” Akyuz emphasized, “is one of the most important trends sweeping radiology and healthcare today.”
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most read Radiology and RadioGraphics articles.

Located in RSNA Services, Lakeside Center
**Electronic and Information Systems/Services**

**Bayer HealthCare**

**Booth 4119**

**Multimodality Dose Management**

Radimetrics’ Enterprise Platform from Bayer enables an in-depth look into dose management for both CT contrast and radiation studies across the enterprise. It starts by delivering dramatic detail: patient and dose data captured automatically; contrast protocols and injection records; radiation by organ and peak skin dosage; cumulative dose tracking across modalities; and trend data by patient group, equipment and location. The platform continues with customizable dashboards and actionable reports to enable quality assurance, safety, and compliance. No wonder KLAS* found that Radimetrics Enterprise Platform was considered the top choice in dose monitoring solutions by providers more than twice as often as other products surveyed.

**OpenTempo**

**Booth 8511**

**Scheduling and Workforce Optimization**

OpenTempo provides a staff scheduling and workforce optimization tool expressly built to support both private and academic radiology practices. Schedule information is accessible in real-time online and via mobile device. Business Intelligence and analytics, time-tracking and payroll management are also available. OpenTempo clients typically see a return on investment of 200 to 800 percent in their first year. OpenTempo builds schedules automatically and frees up time for other projects; uses less-costly administrative staff to build schedules and lets providers get back to their patients; analyzes every aspect of staffing models, including time and attendance, with 65 built-in Business Intelligence reports, and endless options for customizing reports; adapts effectively as a practice grows for efficient change management based on real-time analytics; and accesses schedules online or via mobile devices.

**MagView Information Services**

**Booth 7228**

**Tracking for Lung Cancer Screening**

Realizing the growing national focus on early detection of lung cancer, MagView has taken its more than 20 years of experience in breast cancer tracking software and created LungView, the first comprehensive tracking and reporting system for lung screening programs. Benefits include: automated patient tracking; patient/clinician notification and reminder letters; outcome statistics; pathology tracking; unlimited custom reports; integration with any RIS, HIS, EMR, PACS, or VR vendor; and an optional results creation module.

**Telerad Tech Inc.**

**Booth 6910**

**Cloud-based Workflow**

RADSaP® is a cloud-based integrated workflow and RIS/PACS product. The solution requires no upfront cost and is billed on a monthly cycle based on studies uploaded and viewed. All it needs is an Internet browser and it is as simple as subscribe, login and start. The value to customers is simplicity, flexibility, ease of use, zero IT cost and a design that comes from users. Highlights: patient portal for sharing images and reports; zero footprint viewer; Dropbox integration for uploading images; Facebook integration for social educational, research, knowledge sharing; analytics for providing historical analysis of large volumes of data using business intelligence tools, and vendor neutral archival solution, all on a single platform. RADSaP is installed in 24 countries, available in different languages and provides powerful 24x7 support, 365 days a year.

**Blackford Analysis Ltd.**

**Booth 1506**

**Standalone Preprocessing Server**

Blackford Analysis has unveiled Blackford Workflow Server, a standalone preprocessing server that provides workstations with the ability to quickly and easily integrate Blackford’s productivity technology into their product offerings. Blackford Analysis’ products work seamlessly within existing image viewers to enable instant comparison of multiple image studies with a single click. By calculating and storing alignments and other image properties, all healthcare professionals can benefit from instant study comparison. Blackford’s powerful technology provides the ability to improve care and increase productivity by boosting image comparison efficiency by 20 to 50 percent. Blackford Workflow Server removes the need for back-end engineer ing to allow rapid integration with any image viewer such as a PACS, Advanced Visualization Viewer or Universal Viewer. The server allows studies to be preprocessed automatically on acquisition and enables load balancing through deployment as a physical server, a virtual server or a service. Blackford Workflow Server is fully DICOM compliant and produces non-proprietary DICOM objects.

**Aegys, LLC**

**Booth 6205**

**MRI Room Safety**

Aegys® is pleased to offer TechGate®, the latest innovation in MR imaging room safety. TechGate provides clear, LED-lit, customizable warning messaging across the MR door opening. This physical barrier prevents inadvertent or unscreened access and is activated via MR-conditional remote control transmitters. A patented breakaway hinge feature not only provides an effective manual override for emergency situations but also allows for deployments on both in-swing or out-swing door configurations. Proximity sensors and resistance monitoring ensure safe use while a variety of mounting brackets allow for installations in a variety of settings. TechGate conforms to all MR safety guidelines in providing appropriate warning signage and access control to the MR suite.

**MagView Information Services**

**Booth 8107**

**FILM AND IMAGE MANAGEMENT**

**Perceptive Software from Lexmark**

**Booth 8107**

**Image Management and Sharing**

Perceptive Software introduces the Medical Content Management (MCM) platform to capture, access, manage and share supporting documents and images found throughout the clinical enterprise. MCM brings together vendor neutral archiving, enterprise content management and enterprise image connectivity so clinicians have complete information to make more informed decisions.

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**Radiography**

**FUJIFILM Medical Systems U.S.A., Inc.**

**Booth 2511**

**Virtual Grid**

FUJIFILM Medical Systems will introduce a cutting-edge new image processing tool called Virtual Grid, the latest evolution of the company’s digital X-ray advances. Virtual Grid intelligently adapts contrast to improve image quality for exams taken without a grid. Virtual Grid automatically adapts its processing to replicate grid use to reduce degradation of image quality caused by scatter radiation. This new feature analyzes the image for scatter effect based on exam menu and selected parameters and offers automated and selectable grid ratios to further adapt image quality to site preferences. Virtual Grid processing will be a great benefit to technologists for mobile imaging in ER, OR, bedside, wheelchair and other exams where they may not have the optimal grid or any grid on hand. Currently under FDA 510(k) review and not commercially available in the U.S.
Celebrate Radiology’s Evolution

For 100 years, the evolution of the Radiological Society of North America (RSNA) has been inextricably tied with the evolution of radiology itself.

Interactive Timeline
Explore milestones of the science, technology, and innovators who shaped radiology and RSNA. Comment and share to social media.

Share Your Story
Remember a mentor’s words of wisdom or the defining moment that made you enter the specialty? We want to hear your story.

Centennial Showcase
Explore the advancements that shaped radiology and discover how RSNA has been the convener for radiologic innovation throughout the century.

Sorna Corporation

Flexible Image Sharing
Vertex is the industry’s most advanced software for sharing, burning, importing, converting, viewing, and storing medical images and related documents. Utilizing Sorna’s advanced technology, Vertex can take from any source—PACS, CD/DVD, paper, office documents, images, film, video—and use a simplified, streamlined process to send to any destination including popular cloud solutions, Secure DICOM Share (TLS), CD/DVD and PACS. With its single-screen, drag-and-drop, intuitive interface, Vertex offers an intelligent solution that enhances the user experience and simplifies medical image and document management. Vertex is the first and only industry software to offer virtually limitless data profile requests for automated and user-initiated image sharing. For maximum cost efficiency, Vertex can be integrated with existing popular CD/DVD production hardware.

The information for these new products and services was provided by the manufacturers. Inclusion in this publication should not be construed as a product endorsement by RSNA.

TeraMedica, Inc.

Medical Image Management

TeraMedica, the leading provider of vendor neutral, enterprise-wide solutions for unrestricted medical image management, announces the launch of Evercore 6.0 VNA with a marketplace ready, tightly integrated PACS, and other software systems. Evercore 6.0 features an innovative and improved user interface to locate system data and also enhances user control by customizing delivery of relevant information. Also being introduced is IHE Imaging Object Change Management (IOCM) support, which synchronizes information updates between a VNA and PACS through standardized bidirectional messaging. The result is elimination of duplicate system updates and savings in cost and time. Additional savings result from object end of life messaging from Evercore VNA to a PACS, automatically removing any purged studies from the PACS worklist.

ETIAM Corp.

Real-Time Information Sharing
The ETIAM One-Click Telemedicine solution integrates an ultra-fast medical image sharing protocol, innovative Second opinion video-conferencing solution, powerful PACS and EMR integration for DICOM and non-DICOM images and engaging patient portals. With quality at the heart of its solutions, ETIAM has been developing software for top ranking hospitals since 1997 and has since helped share over 500,000 medical records worldwide. With prestigious customers such as Johns Hopkins, Boone Hospital, and French Hopitaux de Paris and Airbus (French military), ETIAM constantly provides robust, meaningful telemedicine solutions at the forefront of care. ETIAM continues to develop its One-Click Telemedicine solution further, providing diagnostic quality web-based solutions and answering today’s growing demand for a mobile driven healthcare data environment.

Quality Assurance/Safety
Shelley Medical Imaging Technologies

Compatible Respiratory Tumor Motion Phantom
Shelley Medical’s programmable PET/MR/CT Compatible Respiratory Tumor Motion Phantom consists of a highly accurate MR compatible motion controller/stage (positioned in the bore of a magnet) that offers...
SI and rotational motion with a Torsion phantom that incorporates a spine, two lung compartments, and a fillable tumor compartment. Ideal for attenuation correction, radiation therapy motion validation and diagnostic imaging motion correction/compensation applications.

Gammex Inc.
BOOTH 3336
CT Perfusion Phantom

The dynamic CT perfusion phantom from Gammex contains tissue-mimicking materials of varying densities that simulate arterial and venous blood flow to generate time-attenuation curves. Potential uses of this phantom include the evaluation of perfusion software and dose reduction experiments by evaluating different energy settings with a predictable time-attenuation curve.

DEPARTMENTAL MANAGEMENT
Focal Upright
BOOTH 4179
Standing and Leaning Desks

Focal Upright manufactures award-winning standing desks and leaning seats ideal for long hours spent looking at X-rays. The Locus Seat puts the user in an ergonomically ideal posture that promotes good circulation, increased oxygen flow and a neutral spine. The user is able to remain focused and energized throughout the workday. The Locus Workstation is based on the concept of triangulation; the user’s legs form two parts of the tripod of support. Leaning against the seat cushion, the user’s pelvis is tilted forward. This puts the spine in column with the user naturally upright, requiring no additional support. Major muscles are engaged, able to move, and in balance. The Workstation includes a fully height- and angle-adjustable standing desk. Focal’s unique solution to the problem of long-term sitting has been adopted by radiologists who recognize the cognitive benefits and increased productivity that remaining upright brings.

RedRick Technologies, Inc.
BOOTH 7702
Ergonomically Optimized Workspaces

RedRick Technologies develops and implements ergonomically optimized reading room environments, and the radiologist workspaces they synergistically incorporate. Their expertise encompasses space design, environmental control, lighting and acoustics—all factors that must work together to facilitate the shift to value-based imaging. Over the last 12 years RedRick has been helping clients maximize department productivity, workflow and space utilization, to ensure the reading environments support the operational goals of both radiology and the healthcare enterprise. Healthcare delivery is evolving and every provider has unique needs and constraints, which is why the first step in the RedRick process is a thorough client consultation and why implementations conclude with hands-on training.

DICOM COMPLIANT SYSTEMS
Vital, A Toshiba Medical Systems Group Company
BOOTH 8125
Health Imaging Informatics

Vital Images, a Toshiba Medical Systems Group Company, is a leading provider of health imaging informatics solutions, including advanced visualization, enterprise image viewing solutions and business intelligence technology designed to help healthcare organizations deliver exceptional care while optimizing resources across multi-facility organizations. The company’s solutions are scalable to meet the unique needs of hospitals and imaging centers and are accessible throughout the enterprise anytime and anywhere. Vitrea®, Vital’s signature multi-modality advanced visualization solution, can fit into any environment. Its advanced applications provide rich clinical tools for viewing human anatomy in 2D, 3D and 4D for efficient and effective patient care. VitreaView is a cross-browser, cross-platform, zero-footprint universal image viewer solution capable of displaying both DICOM and non-DICOM medical images. VitreaView enables referring clinicians and other medical professionals access to patients’ medical images in a seamless way, with integrations into their EHR, EMR and HIE.

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ACR Booth 3123, South Hall A
ASRT Booth 1911, South Hall A
AAPM Booth 1111, South Hall A

Earn credit with an Image Wisely Radiation Safety Case* and obtain a ribbon by taking the pledge.

Learn more at imagewisely.org
Calgary Scientific Inc.

BOOTH 1352

Mobile-first Image Viewing

ResolutionMD™ from Calgary Scientific enables healthcare teams to securely view patient images from an array of web and mobile devices, collaborating with others and produce high-quality medical diagnosis from any location. The latest version of the enterprise image-viewer offers remote viewing with live connections between physicians and patients. Integrated voice dictation means radiologists can generate reports for timely patient treatment without being tied to a workstation. Images can be easily exchanged between healthcare facilities in the event that a patient needs to be transferred to another location. This year, ResolutionMD received FDA clearance for all modalities and was the first to receive certification in China for mobile diagnosis. The combination of global clearances combined with a mobile first approach to healthcare enables teams around the world to access images quicker, from any location and work better together to deliver a new standard of healthcare.

UTRASONOGRAPHY

Analogic Corporation

BOOTH 6130

Powerful Ultrasound

Analogic is launching its powerful bk3000 ultrasound system. The bk3000 system is designed to address clinical challenges of the future, while providing confident assessments of anatomy and physiology for today’s ultrasound exams. The bk3000 is the latest addition to Analogic’s industry-leading family of ultrasound products and is based on TriCore architecture, enabling a new way to form images that offers three times the information compared with conventional ultrasound systems. Providing ultra high resolution imaging with complex, accelerated technology control and advanced transducer technology with twin cam pinless ZIF (zero insertion force) connectors, the bk3000 is targeted for general imaging, urology and procedural guidance applications.

TRACTUS

BOOTH 1407

Automated Dense-breast Ultrasound

TRACTUS provides automated whole-breast ultrasound solutions for radiologists screening patients with dense breasts. The TRACTUS BreastMapper enables an efficient and economic workflow solution for an imaging modality that has been proven to be effective for almost two decades. TRACTUS’ unique, proprietary hardware and software solution ensures that there is complete coverage when the technologist records a whole breast ultrasound exam, so that when the physician reviews those images in the web-enabled comfort of their reading room, the physician can be confident that they are reviewing the entirety of the breast. The technologist may perform the exam on both breasts in five minutes or less. Physician review times are approximately five minutes. TRACTUS’ automated whole breast ultrasound system has the industry’s smallest footprint and cost approximately 50 percent of other whole breast ultrasound devices, allowing radiologists to profitably serve their dense breast patients and today’s reimbursements environment.

Delphinus Medical Technologies, Inc.

BOOTH 5518

Automated Whole-Breast Ultrasound

Delphinus Medical Technologies presents SoftVue™, a first-ever innovation in automated whole breast ultrasound, introducing a dynamic new design that images a volumetric map of the breast with a single scan. Delphinus is the first company to develop and manufacture a whole breast ultrasound system that utilizes a ring transducer to transmit and receive ultrasound signals. SoftVue captures reflections echoes from all directions around the breast and gathers transmitted signals coming through the breast, something no other ultrasound system, currently available, can do. SoftVue has received 510(k) clearance from the FDA for diagnostic ultrasound imaging and is not a replacement for screening mammography. Delphinus is committed to creating improved imaging methods that assist medical professionals define and diagnose breast disease, while establishing a better patient experience that can be available for all women, regardless of age, and without concern of radiation or discomfort.

EDUCATIONAL PRODUCTS AND LITERATURE

Anatomage, Inc.

BOOTH 2302

Life-size Anatomy Display Table

The Anatomy Table displays true human anatomy in real-life size, making it the perfect complement to or replacement for cadavers in gross anatomy courses. It is excellent for patient consultation, medical device presentations and case reviews. Users can virtually dissect bone, muscle, and organ tissue, allowing both students and patients a better understanding of anatomy and medical procedures. Bridging the gap between radiology and anatomy, the table can dynamically switch between volume renderings and traditional 2D radiographs. Instructors can import patient scans which can be rendered into virtual cadavers for immediate dissection.

Anatomy products are used in tens of thousands of clinics and hospitals both in the U.S. and internationally.

COMPUTED TOMOGRAPHY

Neusoft Medical Systems Import & Export Co., Ltd.

BOOTH 6712

Low Dose CT

With a new look and new low-dose capabilities the NeuViz 64 is setting the standard for 64-slice CT. Neusoft’s innovative O-Dose automatic exposure control, reduced KV imaging and ClearView iterative reconstruction delivers diagnostic certainty to low dose imaging. Three fully featured NeuViz 64 configurations combine industry leading functionality with an optimized user interface in an all-inclusive package. For those in era of declining reimbursement, Neusoft is caring for the world through innovation by providing cost of care products for providers and patients.

Mindways Software, Inc.

BOOTH 7307

CT Bone Densitometry

MindwaysCT is pleased to announce ClipCT™ a new version of its world-leading CT bone densitometry software. Quantitative CT (QCT) with its low capital and maintenance costs can provide bone densitometry services for much less than the cost of operating a DXA machine. This new FDA-cleared asynchronous technology version provides bone density measurement without the use of a patient calibration phantom during the scan. This allows measurement of both subclinical and clinical bone loss. In this way, a single ‘in-room’ CT scan including CT colonography studies. Smaller facilities with lower densitometry referrals can take advantage of this software to offer an important service to their communities. Larger facilities can make more efficient use of their CT hardware by offering bone density assessment in conjunction with other studies, for example, in oncology, urography and inflammatory bowel disease.

FRAUHOFER MEVIS, Institute for Medical Image Computing

BOOTH 295-F

Lung Screening Program Workstation

At RSNA 2014, MeVis Medical Solutions showcases VeoVity™, the new CT reading workstation designed for high-throughput environments. Highly optimized reading workflow, fully integrated solid pulmonary nodule CAD and one-click nodule segmentation: FDA-approved CAD algorithm detects and highlights actionable lung nodules. Sophisticated one-click segmentation provides automated measurements. Seamless integration of prior cases: Prior cases are automatically pulled from PACS and registered to the current case to easily reassess prior findings. State-of-the-art reporting: Reporting based on LungRADS criteria includes all reported nodules over time. Comprehensive result tables give a quick overview about the patient. Clinical integration: VeoVity™ works with CT scanners from all major vendors and integrates seamlessly into the existing environment.

ELECTRONIC HEALTH RECORDS

National Decision Support Company, LLC

BOOTH 5504

Appropriateness Criteria Via Web

ACR Select, provided by National Decision Support Company, is the complete licensed service version of American College of Radiology (ACR) Appropriateness Criteria® (AC). ACR AC is a comprehensive national standards clinical decision support database providing evidence-based decision support for the appropriate utilization of all medical imaging procedures. More than 300 volunteer physicians representing more than 20 radiology and non-radiology specialty organizations participate on the ACR AC expert panels, continuously updating the nationally transparent guidelines and providing real-time access to the latest medical imaging decision support. The ACR Select platform can be easily integrated with computerized ordering and electronic health record (EHR) systems so healthcare organizations can effortlessly consume ACR AC guidelines and ensure the right patient gets the right scan for the right indication.

FULL EXHIBITOR LISTING

To see complete company profiles and product information, visit RSNA2014.RSNA.org/ExhibitingCompanies.
Invest in the Campaign at RSNA.org/Campaign

Keep radiology vital. Join the Campaign for Funding Radiology’s Future®. We are raising $17.5 million to ensure the future of radiology. Your investment will inspire promising researchers and drive innovation.

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