CoActiv Medical Taps Desert Health as Distributor in the Southwest Region

The Associated Press

RIDGEFIELD, Conn.--(BUSINESS WIRE)--Sep 24, 2012--Desert Health Imaging Technologies (DHIT), Phoenix, has been named distributor in the southwest region for CoActiv Medical's full line of PACS, RIS and cloud-based medical imaging archiving solutions. Desert Health will also market the CoActiv product line nationally through its extensive e-commerce websites as well as take advantage of sales opportunities through its NHD (National Healthcare Distributors) affiliation.

"DHIT was looking for an established PACS provider with a broad-based product portfolio and outstanding customer acceptance," according to Tim Scherkenback, owner of Desert Health. "CoActiv's outstanding KLAS ratings certainly gained our attention and motivated us to pursue further dialogue with the CoActiv team. The company was a standout on KLAS customer satisfaction ratings across the board and was the only vendor reviewed that delivered on 100 percent of its promises to customers. Desert Health shares that same commitment to customer service. CoActiv is a company whose vision is clearly aligned with ours." A leading regional provider of medical imaging equipment, service and supplies, DHIT was founded in 1978. It carries a full range of PACS and CR/DR solutions from the industry's leading manufacturers and takes pride in its highly trained sales and service departments.

"We are pleased to welcome Desert Health to CoActiv's growing list of distributors, which have tripled during the past year and now span the country," says Frank Baker, Vice President of Sales for CoActiv. "We look forward to a long and successful relationship with the company and are particularly anticipating excellent results from Desert Health's strong e-commerce efforts." According to Scherkenback, "CoActiv delivers a premiere PACS product, robust enough to support the imaging needs of the large hospital and imaging center segment of our customer base. CoActiv has shown flexibility in understanding DHIT's blend of personal sales with heavy emphasis on multiple internet portals and the ubiquity of the Internet as an emerging one-on-one sales tool. We believe it will be an excellent fit for our firm." CoActiv EXAM-PACS ® is a leading edge web-based PACS that has long been in the forefront of cloud technology with vendor-neutral archiving, zero-footprint viewers and full cloud-based PACS applications. "Now, CoActiv is introducing truly multi-dimensional cloud-based imaging technology with a diverse range of virtual products, which will debut leading up to RSNA. We expect to create a bit of excitement in the industry with our new array of cloud offerings," says Ed Heere, president and CEO of CoActiv. "We are pleased to have Desert Health onboard, with their significant experience and broad reach through both a traditional client and Internet marketing base. We look forward to broadening our marketing tactics with the company and to ongoing success." About CoActiv CoActiv Medical ® is a leading healthcare software and IT systems provider offering a full line of PACS, digital image and data storage services and related solutions for hospitals, imaging

facilities and medical practices of all sizes. CoActiv's EXAM-PACS ® family of web-based PACS solutions provide leading edge, affordable and scalable image management with sophisticated tools that cater to the needs of radiologists as well as a full range of other imaging specialists. Available as both enterprise server-based and cloud-based solutions, EXAM-PACS is designed for easy integration into imaging facilities of any size. Comprised of modular software components, EXAM-PACS enables any site to customize a solution to meet their specific needs and budgets or to add advanced functionality to an existing PACS solution. EXAM-PACS includes EXAM-FILER ® CD-burning solution; vendor-neutral, cloud-based HIPAA-compliant, offsite/online EXAM-VAULT ® QUAD-REDUNDANT ARCHIVING ®; patent-pending EXAM-SENDER ® referring physician system; EXAM-3D ® advanced, multi-modular 3D color reconstruction and visualization; EXAM-NET ™ teleradiology suite and EXAM-BROWSER ®, a revolutionary fully cloud-based, zero-footprint universal DICOM viewer that enables anywhere, anytime review of medical images on any PACS from any platform, including iPhone, iPad, and all Android and other tablets and smartphones. EXAM-PACS includes such premium features as support for breast specific gamma imaging (BSGI) and storage of non-DICOM data such as prescriptions, reports and surgical plans in patient files. Complementing this is CoActiv's family of EXAM-RIS ® solutions scaled for imaging facilities of every size site and budget. Contact CoActiv at (877) 262-2848;;.

About Desert Health Desert Health Imaging Technologies is a leading provider of medical imaging equipment, service and supplies for the southwestern region of the United States. DHIT was founded in 1978 as Desert X-Ray Sales Inc. and became Desert Health Imaging Technologies, LLC in 2003. With highly trained sales and service departments DHIT is well positioned to service all imaging needs from CR and DR conversion strategies to effective PACS solutions. As a founding shareholder of NHD (National Healthcare Distributors), DHIT enthusiastically embraces the concept of providing national contract support with the personal touch that comes only from a locally owned and operated business. Contact Desert Health at (800) 481-9729;.

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