

2008 North American Medical Imaging Workflow Solutions
Healthcare Innovation Award

LUMEDX Corporation

Frost & Sullivan is proud to announce that LUMEDX Corporation is the recipient of the 2008 Healthcare Innovation Award in Medical Imaging Workflow Solutions. Historically focused on providing solutions for cardiovascular information data management, reporting and integration as well as registry, during recent years the company has developed strength in cardiovascular imaging informatics as well, providing advanced solutions for image management, distribution, and visualization (CV-PACS) which complement LUMEDX's fully rounded portfolio. This strategic investment has effectively extended the LUMEDX value proposition to imaging, a central component of today's cardiology workflow, giving rise to one of the most comprehensive cardiovascular information system (CVIS) offerings in the industry and positioning LUMEDX at the cutting edge of the digital transformation in the cardiology workflow.

Breadth and Depth of Portfolio Empowers Best-of-Breed Environments

LUMEDX is now a full-fledged participant in the cardiology image management market, however its background is unlike that of the other imaging IT vendors. The majority of industry participants in the CV-PACS arena offer disparate systems that were acquired through mergers and acquisitions, or are working toward integrating information management (CVIS) functionalities over the image management (PACS) platform. By doing so, these vendors attempt to evolve from an image centric architecture, toward a patient centric model. LUMEDX, on the other hand, has undertaken a similar approach to imaging as it has done in the past within its initial competence areas. As a longstanding and recognized leader in the industry for registry data collection and submission and for solving complex challenges associated with cardiovascular data, LUMEDX's later entry into imaging has allowed the company to design the imaging related components of its portfolio "from the ground up," and in line with the more advanced clinical and operational standards of the discipline.

With over 15 years of experience catering to the cardiology business and the cardiovascular clinical community across each one of its specialties and sub-specialties, LUMEDX is able to deliver the tools to collect, manage and analyze data from all points of care, including interventional, diagnostic, surgical and disease management. The company can offer comprehensive, yet customizable reporting features to support any clinical guideline and standard protocol, and also support every workflow step in the various departments. In line with the company's unique industry positioning and its singular approach to the imaging market, today LUMEDX

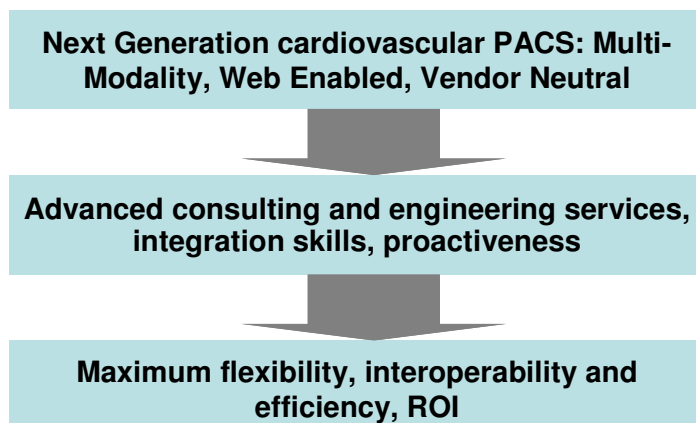
provides an image management layer that supports every cardiovascular modality and integrates the imaging workflow across the continuum of care, generating efficiencies along every chain of events.

Working Proactively With Customers to Enable and Reap the Benefits of Workflow Integration

LUMEDX's corporate values dictate that its systems must be vendor agnostic, comply with open standards, and maintain an open platform. When deployed, these systems also maximize the ROI on existing technology investments. These features are made possible thanks to LUMEDX's modular product portfolio that is put to best use by the company's superior integration skills and its industry-leading array of system interfaces with third-party equipment and IT systems. As a result, LUMEDX users, can adopt a software-driven strategy and benefit from a best-of-breed, best-in-class ecosystem while simultaneously achieving higher workflow efficiency through workflow integration. These customers, from multi-facility academic centers on to small hospitals and clinics, are able to streamline the cardiovascular workflow by integrating disparate legacy systems and modalities, unifying multi-vendor and multi-site environments, and automating image management. This best-of-breed strategy also minimizes the drawbacks of vendor migrations, and ensures that the ecosystem is scalable and customizable enough to support organic growth and meet the evolving needs of the practice every step of the way.

Perhaps more significantly, LUMEDX provides not only the technology, but also the preparedness to integrate and customize the systems it deploys, as this supports its business strategy. LUMEDX's specialized salesforce, solutions consultants, developers and field engineers spend time with the various end-users and other stakeholders at its customer sites to customize and fine tune the various aspects of the system, at the front end as well as the back end. The company's customizable applications thereby help increase physician adoption and involvement, a key

element in supporting the enterprise's business and IT strategies. LUMEDX has therefore adapted its organization to the longer and more complex implementations that this model implies. The reward it gets from tailoring the solutions it provides is that it helps its customers create workflow efficiencies, reduce costs and achieve



Cardiovascular image management, a recent addition to LUMEDX's solutionset, plays well its part of adding value to the cardiology business only when effectively integrated within the cardiology workflow, as is the case when working with LUMEDX.

other site-specific goals. A more tightly integrated IT ecosystem often leads to tremendous productivity gains, such as is the case when enterprise users using advanced reporting modules from LUMEDX contribute directly to building the patient's record, thereby eliminating the need for transcription services. A more unified ecosystem also provides the ability to create, access and manage powerful sets of actionable data that can be used to assess, and improve, workflow productivity. Today, LUMEDX can help generate similar efficiencies with cardiovascular imaging.

Conclusion

The recent updates and recommendations from regulatory bodies are centered on certification and reimbursement issues, which are poised to be the two major challenges of the next decade for medical imaging. This places LUMEDX at the center of the transformation that is taking place in North America. With its recent dive into imaging informatics, LUMEDX has demonstrated its agility in terms of evolving with market trends. These strategic moves are successfully translating into a growing market presence, an increasing mindshare and outstanding customer review and retention. In recognition of the value that LUMEDX delivers to the cardiology community through its products and services, Frost & Sullivan is proud to bestow upon LUMEDX the 2008 Healthcare Innovation Award in Medical Imaging Workflow Solutions.

Award Description

Frost & Sullivan's annual Award for Healthcare Innovation is presented to the company that has introduced truly innovative products, practices, or ideas to the specified industry or segment. The company's innovative contribution(s) to healthcare make it possible to envision a new level of care in the diagnosis, treatment, and management of disease, leading to better outcomes and quality-of-life for patients. In addition, the company's innovative efforts may also lead to improvements in the tools that clinicians, diagnosticians, researchers, and healthcare administrators have at their disposal to improve quality and efficiency in provision of healthcare services. In the development of its innovative contributions to healthcare, the company has drawn from a substantial body of expertise in the clinical and scientific communities, leading to products, practices, or research and development initiatives that respond directly to the needs and insights expressed by thought leaders in the respective clinical specialties and/or industry segments.

Research Methodology

To choose the recipient of this Award, the analyst team tracks emerging and existing markets and evaluates the contributions of industry participants. This is accomplished through ongoing interviews with major market participants and/or industry thought leaders as well as secondary research. In order to select the Award recipient, analysts

quantify several market factors for each market participant according to predetermined criteria that help to define innovation in healthcare. The analysts also consider the pace of technology innovation, and the potential relevance or significance of the innovation(s) to the overall industry. The ultimate Award recipient is chosen after a thorough evaluation of this research.

Measurement Criteria

In addition to the methodology described below, there are specific criteria used in determining the final ranking of competitors in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Potential for Long-term improvement to Healthcare
- Breakthrough approach / degree of differentiation innovation compared to other market participants
- Product innovation in terms of unique or revolutionary technology
- Penetration rate of new markets
- Significance of innovation in the industry
- Time to market
- Leading proactive initiatives to improve value to customers
- Advancement of the industry through research
- Implementation of a new or unique pricing strategy
- Implementation of a new or unique marketing strategy
- Creating new venues, such as online services, for an established product

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

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