



KONICA MINOLTA

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FOR IMMEDIATE RELEASE

Konica Minolta Supports Fastest Growing Segment of US Healthcare Industry at UCAOA 2017 Fall Conference

Wayne, NJ, October 25, 2017 – Urgent care is one of the fastest growing segments of the healthcare industry, delivering convenient and affordable care options for patients suffering from an acute episode of illness or injury or requiring ongoing primary or specialty care. In support of this industry, Konica Minolta Healthcare will highlight its innovative portfolio of imaging and healthcare information technology solutions at the 2017 Fall Conference of the Urgent Care Association of America (UCAOA), October 26-28 in Anaheim, CA.

The total number of urgent care centers continues to increase annually and many are expanding their scope of services to include X-ray imaging and healthcare IT technology. On average, patients receiving care at an urgent care center see a provider within 30 minutes, significantly less time than an emergency room visit and often at a fraction of the cost.¹

“Urgent care centers represent a paradigm shift in the patient experience and cost of healthcare compared to the existing option of an ER visit,” said Kirsten Doerfert, Senior Vice President of Marketing. “We expect this trend to continue with the financial pressures of our healthcare system and are proud to align Konica Minolta Healthcare with organizations such as UCAOA.”

Konica Minolta will showcase several advancements in imaging technologies for digital radiography (DR), ultrasound and healthcare IT. Optimized for small spaces, the DR Straight Arm with an AeroDR® Detector is ideal for general radiography in urgent care centers. It provides excellent bone and soft-tissue detail across an array of imaging views to accommodate patients who may be sitting, standing, lying on a table or confined to a wheelchair.

The SONIMAGE® HS1 compact ultrasound system delivers superior image quality and needle visualization to support rapid, confident decisions at the point-of-care. A simplified eight button console and intuitive touch screen combine with focused MSK exam presets to minimize the learning curve. Enhanced signal penetration, increased color flow sensitivity and improved resolution deliver detailed tissue differentiation, enabling clinicians to detect structures as small as several hundred microns.

The web-based Exa™ PACS provides speed and workflow efficiency with Server-Side Rendering and full diagnostic toolsets and viewing capabilities from any computer with the diagnostic Zero Footprint Viewer. The scalable Exa PACS includes a real-time performance dashboard and custom workflow engine designed to meet the varying needs of urgent care centers.

Konica Minolta will also launch Kontours, an eNewsletter and website dedicated to helping practice growth and providing insight on the latest news in medical imaging and healthcare IT. This informational service is available at www.kontours.net.

1. Data available at www.ucaoa.org.

About Konica Minolta Healthcare Americas, Inc.

Konica Minolta Healthcare is a world-class provider and market leader in medical diagnostic imaging and healthcare information technology. With over 75 years of endless innovation, Konica Minolta is globally recognized as a leader providing cutting-edge technologies and comprehensive support aimed at providing real solutions to meet customer's needs and helping make better decisions sooner. Konica Minolta Healthcare Americas, Inc., headquartered in Wayne, NJ, is a unit of Konica Minolta, Inc. (TSE:4902). For more information on Konica Minolta Healthcare Americas, Inc., please visit www.konicaminolta.com/medicalusa.

Company name	KONICA MINOLTA, INC.
Headquarters	JP TOWER, 2-7-2 Marunouchi, Chiyoda-ku, Tokyo, Japan
Founded	December 1936
FY 2016 Revenue	\$962.8 Billion JPY
Number of employees	Approx. 43,980 (2017)
Business Lines	The Konica Minolta Group operates in sectors ranging from business technologies, where our products are typified by MFPs (multi-functional peripherals), and Industrial Business (former Optics Business), where our products include pickup lenses for optical disks, and TAC film, a key material used in LCD panels, to healthcare, where we make digital X-ray diagnostic imaging systems.