



KONICA MINOLTA

Contact:

Mary Beth Massat

Massat Media

224.578.2388

www.konicaminolta.com/medicalusa

FOR IMMEDIATE RELEASE

Konica Minolta Supports Mammography Education with Lunch and Learn at 23rd Annual Mammography Meeting in Santa Fe

Wayne, NJ, July 31, 2018 – Konica Minolta Healthcare Americas, Inc. will demonstrate its commitment to mammography education by sponsoring a lunch and learn during the 23rd Annual Mammography meeting in Santa Fe from August 6-10, 2018. This non-CME lecture will feature Konica Minolta's Exa™ Mammo platform and will be held on Thursday, August 9 from 12:30-1:30 pm as part of the day's theme of "Focus on Breast MR."

The session will be led by Dr. Debra Schneider, Associate Chief Medical Officer and Chief of Women's Imaging at Foundation Radiology Group in Pittsburgh, PA, one of the largest full-service radiology groups in the United States. Dr. Schneider first experienced the Exa Mammo system during the 2017 Mammography meeting in Santa Fe, a highly focused event that gives breast imagers and radiologists a better opportunity to discover new mammography technologies than during larger conferences with a broader focus. She was so impressed by Exa's functionality that her radiology group purchased Exa Mammo and is in the process of implementation.

"We needed something as soon as possible, and we needed something better to be more efficient. I found Exa Mammo and realized it was the answer to our problems. The real-time rendering and the fact that we don't need to cache studies was the big draw," said Dr. Schneider.

Exa Mammo features a Zero Footprint viewer that allows fast and easy access to all mammography studies, including 3D tomosynthesis studies, from any modality and any vendor. Images are accessible anywhere, from any Web-enabled computer, without installing a viewer*. Server-side rendering enables ultra-fast image delivery regardless of computer hardware.

"Exa Mammo is first and foremost a solution that meets the needs of our radiologists. They believe that it provides the best combination of functionality and performance to view and interpret mammography cases," said Chris Radi, Senior Vice President of Operations and Information Technology at Foundation Radiology Group. "With Exa's ability to render the images server-side, Foundation's radiologists can enjoy 'local-like' performance regardless of their location, which removes radiologist frustration and allows them to focus their time on taking care of patients."

Better decisions, sooner.

Dr. Schneider's presentation during the lunch and learn will detail how Exa Mammo will help the organization manage costs while consolidating viewing capabilities across its 30 partner hospitals in eight states and multiple off-site radiologists. The group intends to gradually roll out Exa Mammo to all hospital locations, with the expectation of increasing reads from 60 per day to 200 per day.

"Exa will allow us to fulfill our mission of delivering sub-specialized breast imaging to our hospitals, many of which have a general radiologist on staff but don't have a fellowship-trained breast imager. Now we can have a fellowship-trained imager read screens. From a financial standpoint, it will also help us as well in terms of increased productivity," said Dr. Schneider.

More information on this event can be found at <https://iicme.com/event/22nd-annual-mammography-in-santa-fe-2/>.

* Mammography images should only be viewed with a monitor approved by the FDA for viewing mammographic images. For primary diagnosis, post process DICOM "for presentation" images must be used. Requires 5MP.

About Konica Minolta Healthcare Americas, Inc.

Konica Minolta Healthcare is a world-class provider and market leader of integrated, best-in-class intelligent innovations in imaging technology. As a globally recognized leader, Konica Minolta is committed to helping healthcare providers make better decisions sooner by delivering new solutions that increase productivity, improve clinical outcomes and enhance the patient experience throughout the healthcare system. 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.