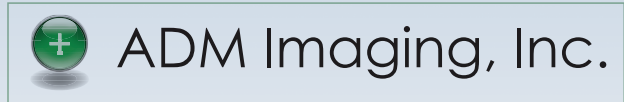


Featured Partner

ADM pioneered the turnkey, no money down approach for implementation of MRI, PET, CT and SPECT imaging solutions. Recently, as PET cardiac diagnostics emerged as the preferred modality for MPI, ADM initiated the First Cardiac PET turnkey solution designed specifically for cardiology practices, both independent and integrated.

As a result, our First Cardiac PET program, which fully resolves the investment and profitability issues surrounding the implementation of PET cardiac diagnostics, received an overwhelmingly positive response. In fact, we are now working with nearly 25% of the Med Axiom membership to identify the right PET cardiac PET MPI solution for each individual practice and respective integration partner.



AN INTERVIEW WITH SAM KANCHERLAPALLI, PRESIDENT



Q: Why have you chosen MedAxiom as a strategic partner?

A: ADM is proud to be a strategic partner to MedAxiom. Medaxiom provides ADM an unparalleled insight and access to the most diverse and prominent practices throughout the country. In addition, Medaxiom's unique focus and member feedback on real and pertinent issues facing healthcare providers enables ADM

to make sound changes to our services that have the greatest benefit to our customers.

Q: How does your business currently interact with the Cardiology practices?

A: As a national leader of fixed site and mobile SPECT services in cardiology offices throughout the US, ADM's solutions are tested on daily basis. By interacting with practices, ADM's services have evolved as the marketplace changes.

We continue to develop exclusive relationships with nationally renowned thought leaders and institutions, including CVIT and the Cleveland Clinic. ADM continuously drives performance with a genuine commitment to the highest quality imaging equipment and unmatched image quality.

From the small independent cardiologist who enjoys the simplicity of onsite mobile SPECT to larger cardiology groups, we continually improve our services and implementation expertise of nuclear cardiology systems, complete with ICANL and ACR accreditations for all our cardiology customers.

Q: What primary products are utilized by the practices?

A: ADM's current service offering for the cardiology market consists of; fixed and mobile SPECT, fixed and mobile Cardiac PET and MRI imaging.

With the emergence of PET cardiac imaging preferred by cardiologists nationally, ADM is expanding our nuclear expertise beyond SPECT installations. Our primary focus now is a product/service we call First Cardiac PET; a no money down, turn key service which implements PET MPI.

Q: What differentiates your organization from others?

A: What makes ADM unique, is that we don't just sell equipment. We invest our human and capital resources in the success of every customer. More specifically, ADM truly shares risk by making a substantial, upfront, capital investment and unlike other so called "turn key options", cardiology practices maintain the same autonomy in billing, reimbursement and patient care.

Essentially our customers leverage the buying power, experience and expertise of ADM to remain on the cutting edge of patient care. The ADM First Cardiac PET Turn Key Solution is unique because it offers a fully funded construction package and PET system procurement complete with a generator, staffing and PET system maintenance.

Q: How do you intend to add more value to your customers in the next 12 months?

A: ADM will continue to deliver an immediate and long term value on PET MPI despite declining reimbursement revenue. By providing a low cost option for cardiology practices via a fully invested corporate partner, cardiac PET enables advanced patient care and furthermore, becomes a defined profit center. In fact, our turn key program is ever more valuable as reimbursements decline.

Q: What new products or services can we expect to see released in the next 12 months?

1. ADM recently launched a buy back program for underutilized CT cardiac systems which replaces CT equipment with PET or MRI at the customer's choice.
2. ADM recently launched a SPECT Reconfiguration Service which will lower operational costs and enhance cardiology practice profitability through the buy back of older SPECT systems which are then replaced with new, high scan volume, fixed and/or mobile SPECT systems.
3. As more clinical data emerges in support of MRI cardiac diagnostics, ADM will be launching a First Cardiac MRI turn key solution.

Featured Partner

Q: What are your long-term goals in serving the cardiology practice arena?

A: ADM is prepared to invest our financial and human resources to establish our company as a premier provider of PET MPI in cardiology practices. By providing a low cost, turn key solution our cardiology customers will continue to enjoy the latest advances in cardiac diagnostics for many years to come.

Q: Who should the MedAxiom practices contact with questions about your company or products?

A: Please call our National Sales Managers;

Eastern US, Pete Crifasi at 225.278.6855

Western US, Jim Ballow at 702.596-7486