

Featured Partner

Digirad, a publicly-held company with headquarters in Poway, CA, is a leading developer and manufacturer of solid-state gamma cameras for nuclear cardiology and general nuclear medicine applications.

Digirad is also one of the largest national providers of in-office nuclear cardiology imaging services to physician practices, hospitals and imaging centers through its Digirad Imaging Solutions (DIS) division.



An Interview with Randy Weatherhead, Sr. Vice President of Sales and Marketing

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

A: MedAxiom members represent a very sophisticated cross section of cardiology practices. They are distinguished in the quality of their clinical services and the adoption of modern business practices. Key values of the MedAxiom partnership is the bilateral communication between MedAxiom leadership, MedAxiom members and the corporate partners.

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

A: Digirad has over 400 employees and provides services out of approx 40 service centers nationwide. Digirad interfaces directly with cardiology healthcare professionals across the USA through direct sales and service channels. Digirad exhibits at the major national and regional cardiology meetings. Digirad is the leading provider of in-office mobile imaging, with nearly 1,000 clients.

Q: What primary products are utilized by the practices?

A: Digirad is the leader and pioneer of modern solid-state dedicated cardiac SPECT systems. The systems are optimized for in-office use and are distinguished by their open, upright design and the ability to image patients up to 500 pounds. The Cardius XPO series, available in single, dual and triple-head models, is attractive to many practices because of it's extremely small 7'x8' footprint, it's portability and the potential upgradeability from one configuration to another. Digirad Imaging Solutions offers a variety of flexible, in-office imaging services, including staffing and equipment, for nuclear cardiology and echocardiography under annual lease programs.

Q: What differentiates your organization from others?

A: Digirad is distinguished from our competitors by our innovation and our dedicated focus in cardiovascular imaging. We brought to life the world's first portable, solid-state, upright dedicated cardiac SPECT system, making cardiology accessible to patients at the point of care in practices, both large and small. We've developed flexible ownership or service programs that are suited for the size or needs of the practice. Digirad entire focus is in the area of cardiovascular imaging. We have broad expertise in product technology, staffing, regulatory/licensing/reimbursement matters and clinical procedures.

Q: What unique benefits do your products or services provide to multi-site or large volume practices?

Digirad offers unique high-speed solid state SPECT cameras and mobile configurations that enable large volume or multi-site practices to increase their revenue generation capabilities, reduce operational costs or increase productivity. High volume practices today often find they can increase their revenue while decreasing the number of imaging assets with the introduction of high-speed triple detector SPECT systems at high volume locations. More efficient triple-head SPECT technology can result in reduced total service contract costs, personnel (FTE's) and overtime. Many multi-site imaging practices are finding that

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newly available mobile dual-head cardiac SPECT systems provides a means to provide imaging services to multiple locations using a single asset and technologist. Mobile nuclear technology affords practices the opportunity to maximize asset use by having equipment, when and where you need it, rather than investing in excessive fixed equipment at moderate volume sites which increases operational costs and labor. Mobile SPECT cameras provide practices with the ability to introduce new revenue generating high-tech outreach services to primary care physicians locally or in geographically remote locations. Digirad solid-state dual-head mobile SPECT systems are lightweight and rugged, which makes them perfectly suited for operation in a wide range of environments.

Digirad Imaging Solutions (DIS) also offers unique services, providing medical specialty practices the opportunity to perform nuclear cardiology services (by the day, partial day or week) in their own offices, under convenient annual leasing programs encompassing equipment, personnel, licensing and radiation safety materials management.

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

A: We have a number of new or enhanced products scheduled for commercial release and availability that will further improve clinical outcomes, throughput, and clinical quality for our cardiology clients. Our new mobile cardiac SPECT systems will provide new outreach opportunities for many practices.

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

A: The complete Cardius XPO series, consisting of the single, dual and triple-head models, as well as our new mobile versions are all now commercially available. Our new nSPEED® 3D-OSEM software will offer the potential to improve image quality and reduce imaging time. We will begin shipping this software in late 2007. We recently demonstrated a variety of advanced imaging techniques, as works in progress (continuous SPECT, dynamic SPECT, X-ray based attenuation correction, automated motion correction), that have the potential to strengthen nuclear medicine's future role in cardiovascular imaging.

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

A: Digirad's long-term goal is to continue our innovation and focus on providing unique solutions that improve quality, raise efficiency and reduce costs for nuclear cardiology imaging procedures for our clients. We also expect to expand the number of products and services we're able to provide to our cardiology clients.

Q: Who should the MedAxiom practices contact with questions about Digirad's company or products?

A: Please contact Randy Weatherhead, Sr. Vice President of Sales and Marketing either by phone: 858-726-1633 or by email: rweatherhead@digirad.com