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**FOR IMMEDIATE RELEASE**

**vRad Expands Analytics Portfolio  
With Global Practice Information (GPI) Report for Radiology Practices**

Free Monthly Report Provides 24/7 Metrics on All Onsite and  
Teleradiology Activities for Practice Management Insight

**MINNEAPOLIS, MN — (October 21, 2014)** [vRad \(Virtual Radiologic\)](#), the nation's largest telemedicine company and radiology practice with over 500 physicians, now offers clients the GPI<sup>SM</sup> (Global Practice Information) Report, a one-stop, automated, monthly analytics solution providing a 24x7 look inside their radiology practice, including consolidated summary and facility-level onsite and teleradiology metrics for effective overall practice management. Click [here to view a sample report](#).

“Tracking down the right data and extracting relevant information is a time-consuming challenge for many groups,” said Benjamin W. Strong, MD (ABR, ABIM), vRad’s Chief Medical Officer. “Pulling data from different systems such as billing, scheduling or PACS does not provide the normalized information needed for trending, benchmarking and operational oversight with which to make better decisions for patients, physicians and radiology practices. The new GPI Report delivers unique information, like findings-based metrics on radiologists and referring physicians. That means best practices and anomalies can be identified to improve quality and cost. Productivity analytics, like CMS RVU-based metrics, will also be more readily available for effective workload balance and to ensure a practice is rewarding its physicians for value vs. volume. The vRad GPI Report means that our clients will have more practice insight and more patient time.”

vRad developed the GPI Report by integrating the Company’s clinical benchmarking platform, patent-pending vCoder<sup>SM</sup> data normalization solution and natural language processing (NLP) tool for innovative radiology report mining that turns qualitative text, like clinical findings, into quantitative metrics.

As a free management tool for clients partnering with vRad on final interpretations, the GPI Report provides a custom view into vRad's radiology clinical database of 27 million+ studies, as well as a practice's summary and facility-level information that includes:

- Individual Radiologist Productivity (Reading Volume and Relative Value Units by Modality)
- Volumes by Location, Day of Week, Time of Day, Modality and Subspecialty
- Patient Class Mix by Shift
- Results Outcomes: Percent Positive Findings by Referring Physician and by Radiologist
- Individual Referring Physician Volumes by Modality
- Top Teleradiology Procedures, Critical Findings and Turnaround Time

"You manage what you measure," said Jim Burke, vRad's CEO. "The GPI Report provides an exclusive and objective review of a client's overall practice, including 100 percent of all onsite and cloud-based radiology activities delivered right to their E-mail inbox every month. Our clients now have access to the types of 'big data' analytics we use to identify trends and opportunities with which we manage our practice of over 500 radiologists reading for more than 2,000 facilities every day."

"vRad's expanding portfolio of analytics solutions is designed to help all of our clients make better decisions for the health of their patients and their practice of radiology with fact-based and objective insight. Our goal is to help clients be proactive advisors and partners to their stakeholders rather than commoditized cost centers to be managed," continued Mr. Burke. "The comprehensiveness of our data set and the ongoing investments in analytics give us the ability and the responsibility to share ways for radiology to take charge of the dialogue around quality, value and performance."

### **About vRad**

vRad (Virtual Radiologic) is a global telemedicine company and the nation's largest radiology practice with over 500 physicians. vRad's physicians and operational platform serve 2,000+ hospitals, reading over 7 million patient radiology reports annually. vRad is also a leader in healthcare informatics: its RPC<sup>SM</sup> (Radiology Patient Care) Indices are the first findings-based national and peer group benchmarking metrics for the use of radiology imaging. Our analytics platform includes over 27 million imaging studies, growing at 600,000 per month. vRad's clinical expertise and evidence-based insight help clients make better decisions for the health of their patients and their practices. For more information about the

Company, including vRad's [2014 Frost & Sullivan Best Practices Award](#), please visit [www.vrad.com](http://www.vrad.com). For real-time updates, follow us on Twitter ([@vRad](#)), or "like" us on [Facebook](#).

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