



Media Contact:

Laura Mulhern
813.775.6209
laura.mulhern@hillandknowlton.com

FOR IMMEDIATE RELEASE

**VRAD ACQUIRES DIAGNOSTIC IMAGING INC. AND
MERGES ON-SITE RADIOLOGY PRACTICE INTO GROWING NATIONAL NETWORK**

PHILADELPHIA, Sept. 7, 2011—Virtual Radiologic (vRad), a technology-enabled national radiology practice, has announced its acquisition of Diagnostic Imaging Inc., a leading Pennsylvania and New Jersey-based radiology practice that has served the greater Philadelphia area for the past 35 years.

The practice will continue to operate under the Diagnostic Imaging Inc. (DII) name and retain local physician leadership, while joining the national [vRad Radiology Alliance](#) network of radiologists. As a [vRad Alliance](#) member, DII's hospitals and patients will benefit from:

- vRad's next-generation technology platform, delivering industry-leading efficiencies in radiologist workflow
- 24/7/365 clinical and operational support
- quality assurance programs delivering the highest demonstrated accuracy in radiology today
- the shared expertise of over 400 radiologists spanning all radiology subspecialties
- enhanced communication tools for hospitals and ordering physicians

DII is a 60-radiologist practice serving 16 hospitals and imaging centers in the Pennsylvania and New Jersey metropolitan areas. DII has grown to be the largest private-practice radiology group serving these communities.

"Since starting in 1975, DII has become the leading radiology group in the Philadelphia area. As a leader, we recognize the need to continually find more efficient ways to deliver quality, service and value to our hospitals, referring physicians and patients," said Dr. Bruce Lehrman, DII President.

"The vRad Alliance program provides DII with innovative technology infrastructure and unparalleled clinical and operational support," added Dr. Eli Dweck, DII Medical Director. "We are excited to join vRad as its newest alliance member, forging a partnership that will transform radiology as we adapt to the changing healthcare environment."

"Working with our radiology practice partners and clients to deliver technology solutions has enabled us to deliver value-added clinical and operational support in a challenging healthcare market," said Rob Kill, vRad President and Chief Executive Officer. "As the healthcare delivery system evolves, we see growing demands to expand access, improve quality and reduce costs through technology-driven efficiencies. Partnerships like these extend our long-standing commitment to enable local practices to enhance delivery of innovative radiology services."

DII is the latest in vRad's successful radiology practice partnerships. New York Radiology Alliance, a 60-radiologist practice serving 12 hospitals and 30 other imaging centers and clinics in the greater New York metropolitan area, joined the vRad Alliance in August 2010 and continues to see improved service efficiency and growth. "We are looking forward to having the DII physicians join our national practice network," said Kill. "We value their on-site presence, and are excited to invest in this Alliance partnership."



For more information about Virtual Radiologic's products and services, please visit www.vrad.com, e-mail info@vRad.com or call (800)737-0610.

About vRad

Virtual Radiologic (vRad) is a technology-enabled national radiology practice working in partnership with local radiologists and hospitals to optimize radiology's pivotal role in patient care. vRad's more than 400 radiologists serve 2,700+ facilities, reading 7 million studies annually. Delivering access to extensive subspecialty coverage, vRad contributes to improved quality of patient care. With its next-generation technology, vRad enhances productivity, helping to lower the overall cost of care while expediting time to accurate diagnosis and treatment. For more information, visit www.vrad.com. For real-time updates, follow us on [Twitter](#) (@vRad), or "like" us on [Facebook](#).

###