



**Media Contact:**

Keri Couples  
(952) 595-1496  
keri.couples@vrad.com

FOR IMMEDIATE RELEASE

**vRad Names David C. Trachtenberg as Chief Solutions Officer**

*Experienced Leader Boasts Track Record of Developing Client-focused Technology and Service Solutions Reaching Businesses and Consumers Worldwide*

**MINNEAPOLIS, MN - September 5, 2013** – [Virtual Radiologic](#) (vRad), a technology-enabled national radiology practice and the world's largest telemedicine company, announced today that it has appointed David C. Trachtenberg as its Chief Solutions Officer. As a results-driven leader in launching, leading and growing technology-based product and service companies, Trachtenberg comes to vRad with more than 20 years of executive management, client service and solution delivery experience. He will be responsible for the Company's marketing programs as well as the continued development of its innovative product solutions.

"David brings a wealth of experience and a proven track record leading both global Fortune 500 companies and entrepreneurial start-ups," said [Jim Burke](#), CEO of vRad. "In an industry facing profound disruptions in how healthcare services are delivered, measured and paid for, his expertise and strong focus on client needs will accelerate our ability to enable radiology practices to thrive in the changing healthcare environment."

"vRad is uniquely positioned to use its investments in innovative technologies and business practices to create increasing value for its clients and the communities they serve," said David Trachtenberg. "I am excited to join vRad and its leadership team, and look forward to listening to and partnering with our clients. My priority is to ease their transition to value based care so that they can focus on practice growth and improved patient outcomes."

Trachtenberg's career includes senior roles as Chief Marketing Officer of Global Compliance, the leading global provider of outsourced governance, risk management and compliance services. He also served as President and CEO of Glowpoint, the industry's largest dedicated IP-based video communications company. Most recently, Trachtenberg was Founder and President of Hartland Group, a consulting practice focused on strategic planning and global sales and marketing solutions. Earlier in his career, Trachtenberg also held leadership roles at Prodigy, MCI and Bain & Company.

As a Lauder Institute Fellow, Trachtenberg attained a Master's in Business Administration from the Wharton School of Business and a Master of Arts in International Affairs from the University of Pennsylvania. He serves as a member of the Board of Governors of the Lauder Institute at the University of Pennsylvania and received his undergraduate degree from Tufts University.

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**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 over 2,000 facilities, reading more than 7 million studies annually. Delivering access to extensive subspecialty coverage, vRad contributes to improved quality of patient care. And 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](http://www.vrad.com). For real-time updates, follow us on Twitter ([@vRad](https://twitter.com/vRad)), or "like" us on [Facebook](https://www.facebook.com/vRad).

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