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FOR IMMEDIATE RELEASE

**vRad Names Medical Imaging Visionary and Healthcare IT Veteran
Shannon M. Werb as Chief Information Officer**

MINNEAPOLIS, MN — (September 17, 2013) [Virtual Radiologic](#) (vRad), a technology-enabled national radiology practice and the world's largest telemedicine company, announced today that [Shannon M. Werb](#) has joined as its Chief Information Officer. As CIO, Werb will oversee all of vRad's IT operations, and will additionally work with vRad's hospital and radiology group clients to develop innovative ways to leverage data and technology to improve patient care and operational efficiency in an era of outcomes-driven healthcare.

"Shannon is a passionate leader with a proven track record of vision, strategic innovation and operational excellence," said Jim Burke, CEO of vRad. "Together with our Chief Solutions Officer [David Trachtenberg](#), Shannon will leverage vRad's technology and data assets to benefit patient care delivery at our 3,000+ radiology groups, hospitals, and health systems. He also will partner with clients to navigate a radically changing healthcare environment – one that is moving rapidly toward normalizing, measuring and tracking quality outcomes."

Werb is a recognized healthcare IT authority, advisor and evangelist. He has extensive experience leading organizations and successfully developing enterprise solutions to deliver data to medical personnel faster and more cost effectively, resulting in improved clinical processes and an overall better patient experience. Werb has authored numerous whitepapers and journal publications on subjects including vendor-neutral archiving, next-generation PACS, cloud-based solutions, and enterprise content management.

"Healthcare organizations already struggle to hold back the flood of complex clinical data," said Shannon Werb. "Measuring radiology quality in any practical manner within this information overload – that is finding, gathering and using the best data to change or improve radiology patient care processes – is extremely challenging. As the largest market player, vRad has the resources to build solutions that can help clients objectively measure radiology performance and manage complex clinical data better and faster. Such an approach can

directly and positively affect patient care. Joining vRad to lead this innovation for patient and client success is truly a unique opportunity.”

Before joining vRad, Werb was Chief Operating Officer and Chief Strategy Officer at Acuo Technologies, which delivered the first Universal Clinical Platform for medical imaging content. Along with developing the overall vision, Werb led the company’s strategic initiatives for product marketing, sales and positioning. These initiatives resulted in many awards for innovation, product acceptance and market share leadership, including KLAS’s VNA Market Leadership in the United Kingdom (2013) and Frost & Sullivan’s 2012 Market Leadership Award. Werb also served as Chief Technical Officer and interim President and CEO. Werb began his work at Acuo as Director of Product Development, responsible for new product design, quality control and market rollout.

Prior to Acuo, Werb served as Director of IT at Suburban Radiologic Consultants, a large radiology practice. At Suburban, Werb was responsible for planning, evaluating, deploying and managing the practice’s full suite of IT solutions, including scheduling, billing, PACS, and teleradiology systems.

A high resolution photo of Shannon Werb is available to download [here](#).

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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. For real-time updates, follow us on Twitter ([@vRad](#)), or “like” us on [Facebook](#).