

Company announcement

Pro Medicus launches new technology platform

Thursday 30th August 2012

Leading e-health company Pro Medicus Limited [ASX: PME] today announced the launch – and early commercial sales – of the company's new technology platform to improve and streamline the operations of medical practices.

Dr Sam Hupert, Pro Medicus Chief Executive Officer, said the product, code-named Coral, was the culmination of more than four years of work and represents a new generation of radiology Information systems product (RIS).

He said the new platform was a unique technology because its integrated workflow and rules-based engines provide unparalleled flexibility for the operation of medical practices.

"Crucially, Coral enables us to configure business-specific workflow and rules to suit clients' needs," said Dr Hupert. "Being able to tailor the product to such a high degree without needing to customise a program for each customer is a new concept for the radiology industry and will be significant both for clients and the company."

Dr Hupert said Coral has been operating successfully for more than a month in a Melbourne based comprehensive radiology facility which also uses Pro Medicus' Visage PACS system. "There are significant benefits to be gained by combining our new RIS platform with our existing Visage 7 technology that we do not believe are achievable when integrating products from different companies. It is certainly the case of the whole being greater than the sum of the parts."

Pro Medicus has already received orders for the new technology with implementations scheduled over the coming months.

"Whilst it is early days, we believe this new technology platform will further redefine the Practice Management/RIS market and underline Pro Medicus' position as a leading provider of this technology. With Coral and Visage we now have two leading edge products which will drive Pro Medicus' growth in Australia and in our North American and European markets."

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About Pro Medicus Limited:

Pro Medicus Limited [ASX: PME] is Australia's leading medical IT and e-health provider. Founded in 1983, the company provides a full range of integrated software products and services to individual, corporate and public health providers. More than 26,000 doctors are now connected to the company's e-health service, promedicus.net, with the number of transactions across the network between general practitioners and specialists growing accordingly. A key growth area for the company is the adoption of its digital technology by radiology providers as they move away from analogue systems. An increasing number of Australian practices are taking up Pro Medicus' digital technology and the company is now also making substantial inroads into the North American market. In late 2004, the company signed a watershed three-year \$10 million deal with Agfa North America to exclusively license the Pro Medicus Practice Management and digital radiology software products for the large and rapidly growing private imaging centre market in the US and Canada. It subsequently announced a \$2.6 million contract with a large Canadian radiology group which was completed in 2005. In 2007 and 2008 Pro Medicus achieved the predicted growth in the take up of its digital integration in the Australian private market, steady growth in its e-health offering, as well as recording ongoing growth in its export sales. In late January 2009 the company announced the purchase of Visage Imaging, a leader in advanced 3D visualization technology based in Carlsbad, California. In August 2012 Pro Medicus sold its Amira software platform business to Visualization Sciences Group, a French IT company, for a cash consideration of €12.1 million.

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