

Dynamic Imaging Selects Orthocrat to Provide Integrated Orthopedic/PACS Solution

TraumaCad Digital Preoperative Orthopedic Solution is selected by Stony Brook University Hospital (SBUH) (Stony Brook, NY),

November 2004 -- Orthocrat, Ltd. (Tel Aviv, Israel) and Dynamic Imaging (Allendale, NJ) announce an agreement for the integration of Orthocrat's digital preoperative orthopedic planning solution into Dynamic Imaging Web-based PACS. Under the agreement, Dynamic Imaging will offer Orthocrat's TraumaCad software as part of IntegradWeb's OrthoTools™ package catering to the needs of orthopedic surgeons...The first implementation will take place at Stony Brook University Hospital (SBUH) (Stony Brook, NY), a prestigious university-based hospital offering the latest advances in medical care.

TraumaCad enables orthopedic surgeons to utilize digital images, tools and templates for planning a full range of orthopedic surgeries, providing an easier and more accurate alternative to traditional preoperative planning using hard copy film and overlays. TraumaCad displays PACS images from a full range of modalities. It enables preoperative plans to be archived with patient files and viewed in the operating room.

A second-generation, fully Web-driven PACS, IntegradWeb employs server-centric, open architecture to deliver a consistent user-friendly working environment to any Internet-enabled PC. Referring physicians and other authorized users access the same image archive, databases and toolsets wherever they are located. Functionality can be customized for individual users and user groups. IntegradWeb leads the industry with its advanced 3D image processing and analysis functionality—and now its orthopedic surgical planning tools—which are all fully integrated into the primary reading environment.

“Orthocrat and Dynamic Imaging collaborated to design and implement the optimal solution for Stony Brook's needs,” said Tony Indelicato, Informatics Manager, Department of Radiology, Stony Brook University Hospital. “They delivered a single filmless imaging and planning tool that will enable our orthopedists to truly develop their strategies before entering the surgical suite. We are extremely impressed with the close working relationship between the two companies and functionality of both products.”

”The integration between the IntegradWeb and TraumaCad offers orthopedic surgeons unprecedented functionality in terms of speed, versatility, access and general workflow.

With this system orthopaedic surgeons can plan procedures from any location, have instant access to clinical data anywhere in the world and then store their work in a central archive for later retrieval in the operating room. We believe the collaboration of our two companies will lead to the next step of Web-enabled sub-specialty applications,” says Zeev Glozman, CEO and a founder of Orthocrat.

“IntegradWeb PACS has been installed at Stony Brook for over six months for use within radiology and for hospital-wide image access. Stony Brook's choice of our new partner Orthocrat to provide an orthopedic solution illustrates the strength of our partnership with the nationally-recognized teaching institution and testifies to their satisfaction with IntegradWeb, “ said Alex Jurovitsky, CEO of Dynamic Imaging, Inc.

“We selected Orthocrat as our orthopedic partner after a careful review of competing solutions and believe that together we offer a market-leading integrated solution for a full range of imaging needs. Stony Brook has always had been an innovator in the imaging field, and we are delighted that the hospital will be our first joint PACS-orthopedic installation.”

Dynamic Imaging will offer TraumaCad as a seamlessly integrated orthopedic component of its IntegradWeb PACS to both new and existing installations.

“TraumaCAD and IntegradWeb will enable our orthopedists to plan their surgeries with a high degree of confidence,” adds Indelicato. “I believe this will have an impact on the overall quality of patient care. The intuitive design made going filmless in orthopedics surprisingly easy.”

About Orthocrat

Orthocrat was established in early 2003 by a team of experienced surgeons, with the goal of developing practical computer assisted surgical techniques. TraumaCad was Orthocrat’s first introduction in a growing product line and enables pre-surgical planning of trauma, arthroplasty and osteotomy procedures. TraumaCad features complete library of implants and fixation element templates from most leading manufacturers. It streamlines comparison of templates with digital patient images to allow selection of the best surgical option. TraumaCad automatically displays implants to scale with patient anatomical images. Using a simple wizard-like process, surgeons are guided through all pre-surgical planning steps.

Orthocrat products are equally suited for small- to medium-size practices as well as for larger academic institutions. Orthocrat is located at Bar Kochva 34, 63427 Tel Aviv, and may be reached by calling 972-3-6297138 or 1-877-211-1804 in the U.S. Visit their website at www.ortho-cad.com.

About Dynamic Imaging

With 12 years of experience and more than 120 U.S. installations, Dynamic Imaging has long been in the forefront of digital image management, processing and distribution. Since its inception in 1991, the company has been dedicated to bringing filmless radiology to hospitals of all sizes, independent imaging practices as well as the entire imaging community, including consulting and referring physicians.

Ushering medical imaging into a new age of productivity and cost-effectiveness, Dynamic Imaging was a pioneer in harnessing the power of standards-based Web-driven PACS architecture with its advanced IntegradWeb.

With strict compliance to industry standards and comprehensive IHE framework, IntegradWeb also opens the door to seamless PACS integration with a full range of clinical information systems. Its vast experience in design and customization of PACS solutions make the company a standout in its field. Today, Dynamic Imaging continues to set new standards in PACS by combining ever-advancing technologies, a thorough understanding of radiology information flow as well as thoughtful design and implementation. Dynamic Imaging may be reached by calling 1-888-303-PACS or by visiting www.dynamic-imaging.com.