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For release consideration

Teleradiology Dives into Online Auction Pool

Houston radiologist launches Telerays network where the low bid wins

HOUSTON (Oct. 15, 2008)—Need radiology reads? Want to expand your radiology practice? Radiology interpretations are up for bid! Use the auction site at www.Telerays.com and the low bid wins.

Houston-based Radiologist Daniel Roubein, M.D. and founder of Telerays, believes the time has come to level the field for radiologists and their clients. He is CEO of Radiology Reading Centers of America, an online reading room that offers final interpretations of radiologic studies at competitive fees. Telerays builds on the Radiology Reader Centers' concept with an online auction.

“Teleradiology was a radical step for the industry, but now serves requests on a routine basis. It provides a safe, easy way to find quality talent at fair prices. And it gives control back to the radiologists to set the fees and accept the cases they want,” Dr. Roubein added.

His first step was to credential radiologists nationwide and he has had great response...500 inquiries after one week. Telerays' processes are HIPAA compliant and protect all private health information. They can take from seven to 30 days and there is no membership fee for doctors or clients. Only radiologists pre-approved by the hospital and imaging centers and fully credentialed with Telerays can bid on the contracts.

To start the bidding process, clients post their requests and all radiologists pre-qualified by them receive an email invitation to bid. The lowest bidder wins the contract, downloads the cases and uploads the final radiology reports. [There are no possible delays in diagnosis because the bidding process is settled months in advance](#)

“The system has advantages for all parties,” said Dr. Roubein. “Hospitals and imaging centers benefit from market competition that gives them the best price for radiology interpretation services at any given time.

By having access to a larger qualified network of radiologists, hospitals and imaging centers can negotiate a better price. There is a cost-savings before the bidding even starts. Telerays offers only final reports,” he added. (more)

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For radiologists, Telerays reduces the middleman cost and gives a larger portion of the interpretation fee back to the doctor. Most services take up to 50%; Telerays takes 15% and also handles billing.

Dr. Roubein explains how Telerays offers a whole new profit center for radiologists who want to start or expand their practice:

“There is no exclusivity requirement and for those doctors just starting out, Telerays is a great way to begin. It takes time to prospect on your own. We do the prospecting for you and also can be a doctor’s marketing arm...providing more workflow.”

He continued: “Telerays aims to connect people. We’re creating broader, more competitive choices for hospitals and imaging centers and permitting radiologists to better control their practices. With a large volume potential, Telerays can become the total source for a radiologist’s caseload.”

For more information see www.telerays.com. ##

HOW TELERAYS.COM WORKS

Let’s say a Chicago imaging center requests interpretation of 50 MRI studies, between 8 a.m. and 5 p.m. Monday through Friday between Nov. 1-30 with a 24-hour turnaround for final reports at \$xx per study. A radiologist group in Des Moines (pre-approved, licensed and credentialed) submits the lowest bid and wins the contract in the auction. During the month of November, it receives postings in the Telerays Reading Room (www.telerays.com), downloads each case, interprets and uploads final reports. The Chicago imaging center downloads each final report, placing them in the patient’s medical record. Telerays provides the Des Moines radiology group the full payment according to the contract once the 50th case is finalized and accepted by the Chicago imaging center. ##

PHOTO & BIO OF DR. ROUBEIN ATTACHED OR AVAILABLE

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