



Optimal IMX, Inc.  
*Bill Hamburg, CEO*  
Optimal IMX, Inc.  
2850 19<sup>th</sup> Street South  
Suite 350  
Birmingham, AL 35209  
877.833.2242

MobileMD Contact  
John Skinner  
MobileMD  
(908) 768-5626  
[JSkinner@MobileMD.com](mailto:JSkinner@MobileMD.com)

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## **MEDIA ADVISORY**

### **Optimal IMX Selects MobileMD for Health Information Exchange Service** *Agreement and recent deployment establishes Optimal IMX as an innovator in the radiology services market*

Birmingham, AL – Optimal IMX (“Optimal”) continued to build on its industry leading radiology services business by selecting and implementing MobileMD’s Health Information Exchange (HIE) technologies and services. Optimal uses MobileMD’s turnkey technology and services to establish HIT connectivity and interoperability with their client facilities and physician community.

With MobileMD, Optimal electronically and securely connects with their radiology services clients to securely send radiology reports directly into their clients’ information systems, thereby streamlining workflow and speeding access to critical clinical information.

“The ability to provide secure, electronic interoperability with our client community, sharing critical patient health information in real time, will not only reduce costs, but, more importantly, will enhance our clients’ access to radiology results, ultimately leading to better patient care,” said Bill Hamburg, CEO of Optimal IMX, Inc.

“We are excited Optimal has decided to offer our Health Information Exchange services to streamline communications and support the connectivity and interoperability needs of their client community. In doing so, Optimal is clearly assuming a leadership role regarding the delivery of innovative HIT solutions in the outsourced healthcare services market,” said Todd Fisher, CEO



Managed Service HIE Solutions

of MobileMD. “MobileMD’s four dimensional HIE (4D HIE™) is anchored by our 100% Services Model, the first dimension, which, in turn, facilitates our other three critical dimensions: Technology Benefit, Economic Benefit, and, most importantly, Care Benefit. In short, we support our customers by delivering the information, technologies, and services necessary to provide outstanding patient care in a manner that is tailored for each circumstance. We feel we are a great fit for progressive healthcare services organizations that deal in the interpretation and delivery of results and reports, such as Optimal. We are confident Optimal and Optimal’s clients will be pleased with MobileMD.”

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### **About Optimal IMX, Inc.**

Optimal is a national market leader in providing full-service professional radiology services that increase business capacity, productivity and quality for hospitals, radiology groups and diagnostic imaging centers. We help healthcare facilities and physicians improve patient care in ways that increase business capacity and productivity while lowering costs. For more information please visit <http://www.optimalimx.com>.

### **About MobileMD**

MobileMD offers the HIT industry’s only 4D HIE™, focusing on all aspects of progressive healthcare delivery: 100% service, technology benefit, economic benefit, and, most importantly, care benefit. MobileMD utilizes a secure, scalable and flexible infrastructure to provide technologies and applications designed to integrate patient health information with disparate HIT systems as well as application software designed to provide access, communications, and interoperability capabilities, bringing the healthcare community together in support of enhanced patient care. MobileMD currently provides its 4D HIE to over 10,000 subscribers 800 physician practices and 70 hospitals nationwide. For more information please visit <http://www.MobileMD.com>.