

INSIDE BUSINESS

CoActiv, LLC

CoActiv, LLC is in the picture business. No need to smile for the camera though. The software they've developed lets physicians see what's going inside your head, or any other part of your body for that matter. Instead of your doctors passing around traditional x-ray's they can view more detailed information digitally on their computer and share findings instantly with colleagues as well as storing and accessing files easily. Announced earlier this year by Ed Heere, president & CEO of AMSYS, Inc. of Ridgefield, an information and technology firm, CoActiv, LLC (dba) CoActiv Medical Business Solutions TM, a new company will provide software, systems and consulting services to the medical and radiology field with particular focus on independent imaging centers and hospital imaging departments.

Just returning from December's annual Radiological Society of North America conference in Chicago, Ed Heere, who also serves as president and CEO of CoActiv, LLC, was more than pleased with his company's introduction of CoActiv EXAM-PACS TM, a revolutionary new Picture Archiving and Communications System (PACS). CoActiv was able to demonstrate how EXAM-PACS TM provides a cost effective alternative to burning film for hospitals and imaging centers. While images are still captured the traditional way via MRI, CAT scan, etc. EXAM-PACS TM skip the expensive and cumbersome film of each of possibly hundreds of images, the exam is now digitized and viewed on special monitors and stored on computers instead of in large film jackets.

"Our products are easier to use, easier to learn and the most cost-effective DICOM image handling products available in today's tele-radiology and PACS industry," said Heere. Much of the cost savings is achieved through the use of readily available PCs and PC servers. The EXAM-PACS is built upon a series of DICOM compliant software applications and is essentially a modular system. With most modules having the capacity to stand alone or to become integrated into a fully functional professional PACS installation.

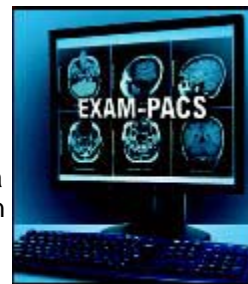
As one of CoActiv's design aspects, this ability to use modular component configuration allows the imaging center to select only the components they need to build a PACS that meets their immediate requirements and budget. From there, additional functions and work stations can be added. "Everything changes over time," said Heere, "and in the case of PACS technology, we're talking about very short time periods. What better way to deal with this than a software driven modular system, where both hardware and applications can be quickly and easily upgraded to keep pace with advances in technology, always at a minimal cost."

In addition to retaining all the requirements of traditional PACS, CoActiv's EXAM-PACS has several new features. The ability to instantly forward exams to colleagues for consultation or instantly send exams to referring physicians for review or instantly access any number of attached files which can include reports, voice clips, e-mail's, insurance information, etc. The EXAM-PACS can also burn a self-contained custom EXAM-CD TM, complete with custom viewer so a physician or technician, or even the patient can view or store patient information easily. Scott Nadel, MD, President of Northeast Radiology in Brewster, NY, a CoActiv EXAM-PACS development site said, "Now, for the first time, utilizing EXAM-PACS TM technology, we are finally able to easily and quickly move images to the radiologist instead of moving the radiologist to the images. An incredible savings in time, expense and frustration levels."

CoActiv's history begins with Ed Heere who formed AMSYS, Inc. of Ridgefield nineteen years ago. AMSYS provides IT products and support service to the health care industry, as well as, the general business community. CoActiv, Mr Heere's latest company, is devoted to the development, marketing and servicing of a complete line of PACS, tele-radiology and DICOM utilities. Heere has more than 35



*Edward C. Heere, President
and CEO, CoActiv, LLC*



*Sample of a typical
screen image the
radiologist sees.*

years of experience in the imaging and IT fields. He also designed, sourced and imported one of the first IBM compatible PC systems in 1982.

CoActiv, LLC facilities are located in the AMSYS, Inc, office complex on Ethan Allen Highway in Ridgefield, along with AMSYS Computer and AMSYS Consulting, LLC. Employing more than 25 people, the company and it's offshoots, have grown since they first started in 1985 with Mr. Heere as the only employee.

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