



IVY VENTURES, LLC
Outpatient Growth Solutions

Press Release

For Immediate Release

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BON SECOURS BALTIMORE PARTNERS WITH IVY VENTURES TO INSTALL STATE-OF-THE-ART HIGH DEFINITION MRI SYSTEM

Baltimore, MD, March 17, 2008

Bon Secours Baltimore Health System has acquired a new, state-of-the-art high definition magnetic resonance (HDMR) system from GE Healthcare. The Signa EXCITE 1.5T HDXT system will provide doctors with highly detailed pictures of anatomy and pathology to evaluate a wide range of conditions; including stroke, musculoskeletal, and heart disease.

"Now with our new high definition MRI system, Bon Secours Baltimore is able to capture dramatic images of our patients, reminiscent of high definition television. This new system provides our physicians with outstanding image quality for a more confident diagnosis, and less likelihood of rescans, even in the most challenging circumstances," said LuAnn Brady, Vice President of Support Services at Bon Secours Baltimore.

Ivy Ventures, Bon Secours Baltimore's strategic planning partner, assisted in equipment selection and managed the installation of this exciting new technology. "Since we started our relationship with Ivy Ventures nearly two years ago, they have provided consistently sound advice and have helped devise and implement concrete operational and marketing changes that have changed the way our organization thinks about outpatient services. The installation of our new high definition MR system is a great example of how Ivy Ventures commits to a project and sees it through to its completion," said Brady.

The high definition MR scanner is built precisely to handle the types of studies that are becoming increasingly important in the diagnosis of disease. "We get more information to diagnose disease while patients experience a shorter, more comfortable exam. Plus, patients can take advantage of this advanced healthcare technology right here in the community of Baltimore," said Chris



Shepperson, Director of Clinical Operations for Ivy Ventures and acting Radiology Director at Bon Secours Baltimore.

The Signa EXCITE 1.5T HDXT system will also, for the first time, provide physicians with unprecedented imaging speed and clarity in cases where patients are difficult to image due to movement, including Parkinson's patients who suffer from uncontrollable patient motion and children who do not respond to sedation.

During a typical MR scan, a patient is asked to remain still for the exam. The slightest movement, including a simple cough or sneeze can blur a scan. This movement can hide important details and make the doctor's job of diagnosing the situation more challenging, or require a re-scan – sometimes up to 25 percent of the time with conventional MR scanners.

Today, Bon Secours Baltimore is able to offer its patients advanced capabilities and entirely new applications that are only available with HDMR, such as:

- Examine both breasts in a single exam with high-resolution, high sensitivity results
- Complete a full cardiac exam in just two minutes without the need for breath holding – makes it easy for even the sickest patients
- Brain imaging with uncompromised image quality, despite patient motion
- Evaluation of diabetic patients for low blood flow to the lower legs – ability to capture high-resolution detail all the way down into the critical vessels of the foot
- Extremely high-resolution images in the abdomen, for liver exams with shorter breath holds and better organ coverage than previously possible

MRI uses computers and magnetic fields, rather than X-rays, to capture images of the human body. "Bon Secours' new high definition MR system produces images of amazing clarity and detail that will provide better care for our patients," said LuAnn Brady. "We will continue to work with Ivy Ventures whose unique programs will allow us to increase utilization of our new MR asset, increase customer satisfaction, and provide better care. This will serve the hospital's strategic, financial and patient care goals."

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Dr. Samuel Ross, CEO of Bon Secours Baltimore Health System with Ivy Ventures representatives, Timothy Talbott and Chris Shepperson at the Bon Secours Baltimore HDXT Ribbon Cutting Ceremony



Jack Betts and Amario Deluca, MRI technologists at Bon Secours with Sister Mary Shimo from the Congregation of the Sisters of Bon Secours and Dennis Klein from Ivy Ventures



Godfrey Durham from General Electric and Patrick McGahagan from Matrix Real Estate with Ivy Ventures representatives Dennis Klein, Timothy Talbott, and Chris Shepperson



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About Ivy Ventures, LLC

Ivy Ventures, LLC, is based in Richmond Virginia and was founded in 2003. Ivy is uniquely positioned to leverage unparalleled industry experience and has a proven track record of success helping healthcare providers increase profits, physician satisfaction, and patient satisfaction. Ivy has specific expertise in performing feasibility analysis, technology assessments, developing new outpatient facilities, and managing outpatient facilities. For more information on Ivy Ventures, LLC, visit www.ivyventures.com.

About Bon Secours Baltimore Health System

Bon Secours Baltimore Health System is a leading health care organization known for providing care for the whole person with grace and clinical distinction. Bon Secours brings together its faith-based hospital, primary care physicians, and ambulatory care site to provide quality health care services to the residents of Baltimore. For more information on Bon Secours Baltimore Health System, visit www.bonsecours.org/baltimore.