



**IVY VENTURES, LLC**  
*Outpatient Growth Solutions*

## Press Release

*For Immediate Release*

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### ***Merrimack Valley Hospital Selects Ivy Ventures as Development Partner for Imaging Services***

Richmond, VA, July 27, 2007

Merrimack Valley Hospital, located in Haverhill Massachusetts, has selected Ivy Ventures LLC of Richmond Virginia as their strategic planning partner to expand outpatient imaging services. Ivy Ventures will support strategic planning, analyze relationships with key physician groups, assess the market and competitive environment, assist in equipment selection and deployment, review capital investment opportunities, and market diagnostic imaging services for Merrimack's facilities.

Mike Collins, Chief Executive Officer, said "Our objective is to enhance and improve the quality of care that our patients and physicians experience, by growing our diagnostic imaging program. We purchased cutting edge medical equipment and emergency management software, and completed a \$3.3 million dollar renovation project to vastly improve our Outpatient Services Center. We feel that Ivy Ventures' unique programs will allow us to increase utilization of these assets, increase customer satisfaction, and provide better care. This will serve the hospital's strategic, financial and patient care goals."

Merrimack's advanced Diagnostic and Medical Imaging Services feature high-field MRI, 64-slice CT, digital mammography, PACS, ultrasound, nuclear medicine, bone densitometry, and PET. These unique capabilities combined with fast and flexible scheduling of outpatient services creates an environment of unparalleled access to diagnostic services and sophisticated medical care.



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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](http://www.ivyventures.com).

### **About Merrimack Valley Hospital**

Merrimack Valley Hospital maintains 108 acute care beds, 17 adult behavioral medicine beds, and a 3 bed pediatric center; All are private rooms. The hospital features many clinical strengths, including a 24-hour emergency department, orthopedic, endoscopic and general surgery, oncology, adult behavioral medicine care with a focus on geriatric issues. Fully accredited by the Joint Commission on Accreditation of Healthcare Organizations, we offer a wide range of services to care for you and your family.