


Heartlab Image and Information Management for Cardiology



Q: What is the worst thing about being crushed by GE?

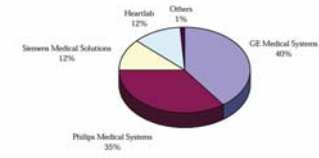
A: They didn't notice!

Heartlab Image and Information Management for Cardiology

LEADING THE MARKET

- Significant market share
- The only major independent company

Frost and Sullivan U.S. Cardiology PACS Market Report



Company	Market Share
GE Medical Systems	40%
Philips Medical Systems	30%
Siemens Medical Solutions	12%
Heartlab	12%
Others	1%

2004 Sales are forecast to be **80% higher** than in 2002

Note: All figures are rounded, the base year is 2002. Source: Frost & Sullivan

Heartlab Image and Information Management for Cardiology

Heartlab's Strategy

- Large Company Dynamics as Liability
- Focus on Core Competency
- Execute the 3 P's
 - Product, Performance, Price
- Avoid Non-Linear Assumptions

Heartlab Image and Information Management for Cardiology

Large Company Dynamics

Echo	Cath-lab	Nuclear	CT and MR	EKG
Vingmed Echopacs (Acquired)	Gem GEMNET Sourced	Proprietary Workstation	RADworks (Acquired)	Muse (Acquired)

← ENCOMPASS.NET →

GE is organized vertically we treat cardiac patients horizontally.

Heartlab Image and Information Management for Cardiology

FOCUS: MISSION

- Improve the performance of your cardiac service line with immediate access to critical clinical and business information
- Accelerate the development of new interventional devices by providing the international imaging infrastructure for clinical trials



Better Patient Care

Heartlab Image and Information Management for Cardiology

FOCUS: EXPANDING INSTALLED BASE

275 Important Tertiary Care Centers and Growing

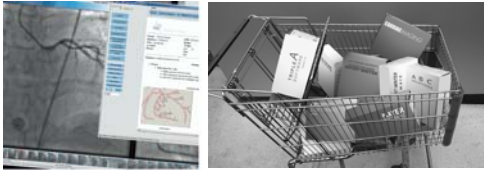


Logos include: Kaiser Permanente, Tulane, Sutter Health, Dartmouth-Hitchcock, Mayo Clinic, Sutter of St. Francis Health Services, Inc., Cedars-Sinai, Washington Adventist Hospital, Lee Memorial Health System, St. Joseph's Hospital, Memorial Hermann, and St. Luke's.

Heartlab Image and Information Management for Cardiology

PRODUCT: BUILDING A UNIFIED INFRASTRUCTURE

INTEGRATED RATHER THAN FRAGMENTED



- Integrated software design

Heartlab Image and Information Management for Cardiology

PERFORMANCE LEADING THE MARKET

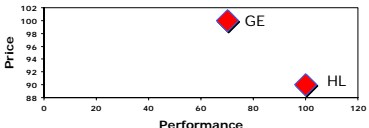
- Ranked top solution by MD Buyline for large network cardiology PACS solutions

MD Buyline
Digital Networking and Archival Systems, Cardiac
January 13, 2004

2004 Company	Performance	Reliability	Installation	Training	Response	Repair	Average
Heartlab	93.2	94.3	93.4	91.8	93.5	92.5	A
GE Medical Systems	88.2	88.2	91.4	84.6	88.2	85.1	B+
Philips Medical Systems	84.9	86.3	85.0	85.2	86.1	86.1	B
Siemens Medical Solutions	85.5	84.5	87.8	82.3	79.1	84.9	B
Camtronics Medical Systems	89.5	89.9	85.5	85.5	84.9	87.2	B+

Heartlab Image and Information Management for Cardiology

PRICE: Price and Performance



Pricing falls within 10% of the GE list with Product in the Premium Category

Heartlab Image and Information Management for Cardiology

GROWING THE BUSINESS

- Balanced growth in 3 key areas

Engineering

Sales Service

Heartlab Image and Information Management for Cardiology

GROWING THE BUSINESS

- Balanced investment in 3 key areas
- Expansion to support growing customer base

Year	Employees	Installed Base
2001	~100	~200
2002	~150	~300
2003	~200	~400
2004	~300	~500
2005	~400	~600

Heartlab Image and Information Management for Cardiology

AVOID THIS!

Quarter	Sales	EBITDA
1st Qtr	~0	~0
2nd Qtr	~0	~-1000
3rd Qtr	~0	~-1000
4th Qtr	~2000	~0
5th Qtr	~4000	~1000
6th Qtr	~8000	~2000
7th Qtr	~14000	~4000
