Intrinsic Imaging Publishes Its Metrics Champion Consortium Imaging Performance Targets

Operational imaging targets benchmark acquisition, processing, queries and submissions, supported by radiology expertise and clinical imaging management technology.

Bolton, MA / San Antonio, TX

Bolton, MA / San Antonio, TX — September 29, 2010 — Intrinsic Imaging LLC, an imaging core lab, publishes today its Metrics Champion Consortium Imaging Performance Targets.

“Intrinsic Imaging’s business model is entirely focused on optimizing the management and analysis of medical images during Phase I-IV clinical trials. Without compromising quality or regulatory compliance, we are able to achieve unprecedented operational targets due to our unique technology, our optimized business model and our in depth radiology expertise across all therapeutic areas.” said Todd A. Joron, BSc, MBA, President and COO, Intrinsic Imaging.

Intrinsic Imaging is a corporate sponsor of the Metrics Champion Consortium (MCC). The MCC’s mission is to develop performance metrics within the biotechnology and pharmaceutical industry with the intent to jointly encourage performance improvement, effectiveness, efficiency, and appropriate levels of controls for both Sponsors and Service Providers in support of the drug development process. The MCC Imaging Performance Metrics Steering Committee recently released V1.0 of its imaging metrics.

“With our team of more than sixty sub-specialized, board-certified radiologists, and through use of our innovative Clinical Imaging Management System from Merge Healthcare, we are able to streamline our medical imaging operations.” said Todd Tibbetts, M.D., Ph.D., Medical Director, Oncology at Intrinsic. “We are thereby able to manage medical images much more effectively and provide radiology review of images to Sponsors in a much shorter time period.”

For comparative purposes, Table 1 outlines select operational targets related to imaging acquisition, processing, queries and submissions. As presented, Intrinsic Imaging’s target metrics are significantly more aggressive than current MCC targets.

Intrinsic executives attribute these material differences to their unique ability to readily implement new best-of-breed technologies to enable faster and more cost effective management, analysis and reporting of medical images in clinical trials.

Table 2 provides a complete set of Intrinsic Imaging’s current operational targets. Intrinsic reports all of its MCC imaging metrics for each clinical trial and these are provided at no incremental cost to the Sponsor. Further, to demonstrate the Company’s commitment to attaining these targets, Intrinsic Imaging provides all Sponsors with service level agreements (SLAs) identifying these metrics as appropriate.

Table 1 – Selected Intrinsic Imaging Performance Targets vs MCC

Metrics Champion Consortium (MCC) Imaging Performance Targets	MCC Target (days)	Intrinsic Target (days)	Intrinsic Difference (days)	Intrinsic Difference (%)
Average number of calendar days from image receipt to initial feedback to site	7	2	-5	-71%
Average number of calendar days from image QC complete to reporting of eligibility results	5	2	-3	-60%
Average number of calendar days from image receipt to ready for independent (radiologist) review	20	2	-18	-90%
Average number of calendar days an imaging query is outstanding	10	3	-7	-70%
Average number of calendar days from last patient reviewed (by a radiologist) to delivery of dataset	14	2	-12	-86%

Table 2 – Intrinsic Complete MCC v.1.0 Imaging Performance Targets

#	MCC Category	MCC Metric Title	Intrinsic Target
1	Financial	Average percentage of variance in the imaging budget	< 5%

#	MCC Category	MCC Metric Title	Intrinsic Target
2	Contract Signature	Average number of calendar days from imaging study award to contract signature	Depends on client . Intrinsic ready in < 5 days
3	Site Start-Up	Percentage of sites qualified vs. actual	>85%
4	Site Start-Up	Average number of calendar days from site designated ready to first date of image receipt	Protocol and site dependent
5	Image Acquisition	Average number of calendar days from image acquisition to image receipt	3 days
6	Image Acquisition	Average number of calendar days from image receipt to initial feedback to site	2 days
7	Image Processing	Average number of calendar days from image QC complete to reporting of eligibility results	2 days
8	Image Processing	Average number of calendar days from image receipt to ready for independent (radiology) review	2 days
9	Image Processing	Average number of calendar days from when the image is designated for review to completion of the review	3 days
10	Image Quality	Percentage of suboptimal (but evaluable) images	< 5%
11	Image Quality	Percentage of non-evaluable images versus total received	< 10%
12	Image Quality	Percentage of non-evaluable baseline images	< 5%
13	Missing Imaging	Percentages of missing imaging visits	< 3%
14	Image Queries	Percentage of site queries	< 10%
15	Image Queries	Average number of calendar days an imaging query is outstanding	3 days
16	Export Submission	Average number of calendar days from last patient reviewed to delivery of dataset	2 days
17	Export Submission	Average number of calendar days from original estimate to actual for export submission	< 10%
18	Independent Review Charter	Number of weeks to develop and write independent review charter	< 1 week
19	Acquisition Protocol Robustness	Number of image acquisition technique-related amendments per modality per protocol	Protocol dependent

About Intrinsic Imaging, LLC

Intrinsic Imaging is an ISO certified medical imaging CRO and imaging core lab providing comprehensive services in support of Phase I-IV clinical trials and Class I, II, III medical device trials. Intrinsic Imaging is also a world leader in conducting Artificial Intelligence studies. With its team of more than 750 board-certified and fellowship-trained physicians, Intrinsic Imaging's team has sub-specialization in all therapeutic areas, including Cardiovascular, Central Nervous System,Gastroenterology, Musculoskeletal, Oncology and Ophthalmology. Certified by the British Standards Institution (BSI), Intrinsic Imaging is the only company in the world to hold five ISO certifications specifically for providing imaging core lab services on clinical trials. For more information, please visit www.IntrinsicImaging.com.

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