

## BioTech X-ray News

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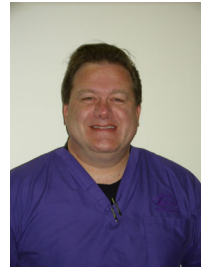
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## BioTech X-ray Expands Coverage 24/7, Adds Ultrasound

BioTech X-ray is pleased to announce that as of January 11, 2010, we have expanded our hours of coverage in Southern, Central & Northern Illinois and Eastern Iowa and have added ultrasound and Doppler services in Central Illinois.

All requests for routine x-ray service received by 4pm, M-F, will be handled the same day. All requests of an urgent nature that cannot wait until the next routine business day will be handled by our on-call technologist, 24/7.



*Grae Brown  
Vascular  
Ultrasound  
Technologist  
Central IL*

We are also pleased to announce the addition of **Grae Brown, Vascular Ultrasound Technologist**, to our Central IL technical staff. With Grae's 15 years of experience, we are staffed to offer Doppler Studies (Venous, Arterial & Carotid) and Ultrasound (Abdominal-Gallbladder/

RUQ, Kidney & Pelvic, Thyroid & Testicular, Small Parts, Superficial Structures) to our Central Illinois clients, 8am until 4pm, Monday through Friday.

If you have questions about your contract or pricing for Doppler & Ultrasound services, contact your local regional account manager. Ultrasound & Doppler services are also available in the St. Louis metro as well as southern IL.

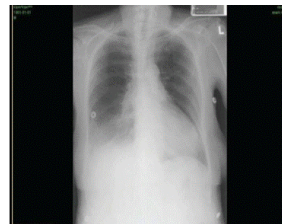
*...the patient first people.*

## Pneumonia Season is Here

Tis' the season for influenza and pneumonia. BTX would like to remind the nursing staff and the doctors about "LAG TIME" or "LAG PHASE" on chest x-rays.

According to Stedman's Medical Dictionary, 15<sup>th</sup> revised edition, Lag Phase is described as "the interval between the application of a stimulus and the response. In bacterial cultivation, the initial period, lasting an hour or two, in which growth is slow or barely perceptible."

Chest x-rays can fall into the same scheme with readings of negative findings on a patient



whose symptoms have not caught up with their chest film. It could only be a matter of hours where lung fields look clear on the initial film but something is certainly brewing and will show up later, perhaps within 6-24 hours.

If your resident is displaying symptoms of pneumonia and your report comes back negative, **please call for a follow-up exam if symptoms persist or worsen.**

**It is helpful to have the patient fully hydrated** prior to having a chest x-ray performed to give maximum benefits to the reading radiologist.



Go to [www.biotechxray.com](http://www.biotechxray.com) to order exams, check exam status, view and print results, view images, designate billable party and view and print invoices--24/7

To receive your user name and password, contact Angel Penrod at 314.22.2700 Ext. 228, or [angela.penrod@biotechxray.com](mailto:angela.penrod@biotechxray.com)

## VP of Sales & Acct. Services Named



Cathy  
Bergmann

VP of Sales &  
Acct. Services

Cathy Bergmann was recently named Vice President of Sales & Account Services by Tamara Schwartz, President, and Bill Hunt, CFO, co-owners of BioTech X-ray, Inc..

As BioTech X-ray continues to grow, expanding services and coverage hours, we knew it was the opportune time to position ourselves with a strong sales leader. Cathy will oversee all aspects of the sales and client service team and expand relationships at the corporate level.

Cathy has been employed with BTX for 6 years and brings us expertise in consultative selling, marketing, relationship based sales and client service management.

She has earned numerous sales awards and was listed in the International Who's Who of Professionals in 2000 and Strathmore's Who's Who in 2004. Cathy is a Board Registered Radiologic Technologist, R.T. (R), with a Bachelor of Science in Health Arts degree. She has 15 years of sales and client service experience. Cathy serves on the ILHC/ICAL constituency board as a regional member.



## BTX Supports Health Care Associations

In the fall of 2009, BioTech X-ray representatives were busy attending MO, IL and IA tradeshows. We are happy to support the events put on by our State Healthcare Associations.

Lucky door prize winners enjoyed tickets to the St. Louis Rams' football games. Our clients and potential new clients that visited our booth received a special give away.

We hope to see you again in 2010 at the following events:

- MOAHA – Missouri Association of Homes for the Aging
- MHCA – Missouri Health Care Association
- IHCA – Iowa Health Care Association
- IAHSAs- Iowa Association of Homes & Services for the Aging
- INHAA – Illinois Nursing Home Administrators Association
- IHCA/ICAL – Illinois Health Care Association
  - Hospitality Hop
  - D.O.N. Show
  - Technological Show

## Onward & Upward Former VP of Operations Passes Away

Friday, November 13, 2009, was a mournful day for more people than any one of us can truly know. This was the day we lost Vic Underwood, our beloved former VP of Operations. Vic had been with BioTech X-ray Inc. since 1994 and retired in the fall of 2007.



Being one of the corner stones for the company, Vic coined more phrases, ("*the patient first people*") came up with more programs / ideas, and had some of the best relationships with his clients than anyone you'd ever meet. If there was a gadget on the market Vic had at least one, sometimes two, and had to

tell absolutely everyone he came in contact with about it. This enthusiasm was not just for the gadgets he found, but for everything in his life.

Though Vic had more health issues than most medical journals, he never let it keep him down. He would call from his hospital bed wanting to know how the rest of us at BioTech were doing and if we needed help with anything.

Vic not only coined phrases, but he lived by them. One of Vic's favorite phrases was Onward & Upward, which he signed off every e-mail with. We are sure he has moved Onward and Upward. Rest in Peace, Dear Vic.



*Victor Underwood  
Born: June 21, 1958  
Died: Nov. 14, 2009  
Onward & Upward*



*BioTech staff is courteous and professional at all times, and the company delivers on ALL aspects of the service they provide. I would highly recommend BioTech X-ray, Inc. to any long term care facility.*

Sheri Martin-Paterson, RN  
Nursing Director, Good Shepherd Manor  
Momence, IL.

## Richard Hunt – Acct. Representative St. Louis Metro and Southern IL Region



Richard Hunt (Ric, Ricky) joined BioTech X-ray in December 2005 after his graduation from the University of Missouri-Columbia.

While completing his Bachelor of Science degree in Nutrition and Fitness, Ric participated in Mizzou's cheer program for four years and was elected captain of the cheer team his final two years.

When Ric came on board with BioTech X-ray, he

trained as a Customer Service and Technical Assistant, learning all aspects of the company.

This broad background gave Ric the ability to step into his current role as Regional Account Manager, working with existing clients as well as new business development in the St. Louis metro and Southern IL.

Ric is a native of St Louis, and the son of BioTech X-ray's co-owner and CFO, Bill Hunt. He is currently enrolled at Lindenwood University on a full scholarship working towards his Masters in Business Administration. While splitting his time between work and study, Ric enjoys his role as the Assistant Coach of Lindenwood Cheerleading.

**BioTech has made mobile x-ray service hassle free.**  
They are quick to remedy any problems and assist in rectifying any and all issues. BioTech provides outstanding service and is always courteous and accommodating of their customer's needs.

*Steven Drobot, Administrator  
Windmill Manor, Coralville, IA*

## Account Representative Contact Information

**Catherine Bergmann**  
Quad Cities/Northern IL  
314.227.2700, Ext. 343  
cathy.bergmann@biotechxray.com

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richard.hunt@biotechxray.com

**JR Owens**  
Central IL  
314.227.2700, Ext. 338  
jr.owens@biotechxray.com

**Chris Nolan**  
St. Louis  
314.227.2700, Ext. 312  
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## Welcome to BioTech X-rays' Newest Clients

### Metro St. Louis

- NHC Maryland Heights
- Marymount Manor
- Parkwood Maryland Heights
- SSM Select Rehab
- Woodlands of Arnold

### Southern Illinois

- Mcleansboro Rehab & Health Care Center
- Meadowlands Assisted Living

### Quad Cities/ Northern Illinois

- All American Care
- Blair House Nursing & Rehab.
- Burlington Care Center
- Coventry Living Center
- Danville Care Center
- Keystone Cedar Assisted Living
- Piper City Rehab & Living Center
- St. Anthony's Nursing & Rehab
- Walnut Grove Village
- 3M Corporation
- Muscatine County Jail

Check us out on the web at: [www.biotechxray.com](http://www.biotechxray.com)

## New Employees Join BioTech X-ray

BioTech X-ray is pleased to welcome the following new employees to our company. As we expand our coverage in 2010, we have added staff to handle the anticipated increase in

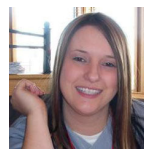
service requests. As always, our slogan remains "the patient first people" and these new employees look forward to maintaining that promise.



Shonna Hudgens  
Corporate Office  
St. Louis Metro



Heather Zmuda  
PRN R.T.(R)  
Quad Cities,  
N. IL, Iowa



Sunny Munro  
PRN R.T.(R)  
St. Louis Metro &  
surrounding areas



Rusti Goldi  
PRN R.T. (R)  
Central Illinois



Nicole Veto  
PRN  
St. Louis Metro &  
surrounding areas



Grae Brown  
U/S Tech.  
Central Illinois



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*... the patient first people.*

◆  
WE'RE ON THE WEB!  
[WWW.BIOTECHXRAY.COM](http://WWW.BIOTECHXRAY.COM)  
◆



*The Patient First People – partnering with our clients to put patients' needs before our own.*

## Holiday Schedule for BTX

BioTech X-ray will be closed  
for routine service on the  
following major holidays:

### 2010

May 31 Memorial Day  
July 5 Independence Day  
Sept. 6 Labor Day  
Nov. 25 Thanksgiving Day  
Dec. 24 Christmas Day

### 2011

Jan. 1 New Year's Day

*An on-call technologist will be  
staffed to handle true medical  
emergencies.*

## New Equipment Coming Soon to BioTech X-ray



BioTech X-ray has been using direct digital (DR) technology with the same Canon 50G plate since late 2008, with four units already in the field. We are pleased to announce that we will be adding two more this month. This particular unit was designed by Source-Ray Inc. of New York for today's demands of general radiography, trauma, and patient bedside care.

The Canon 50G plate is a light weight digital Receptor that produces consistent high resolution digital radiographic images. The **SR-130D** reduces exam time, as each image is captured, viewable and verified in seconds by the technologist, before leaving the patient's bedside.

We will be utilizing one of our DR units in Southern Illinois early in 2010, which will greatly reduce the turn-around time of the final reports for facilities and patients in that area.