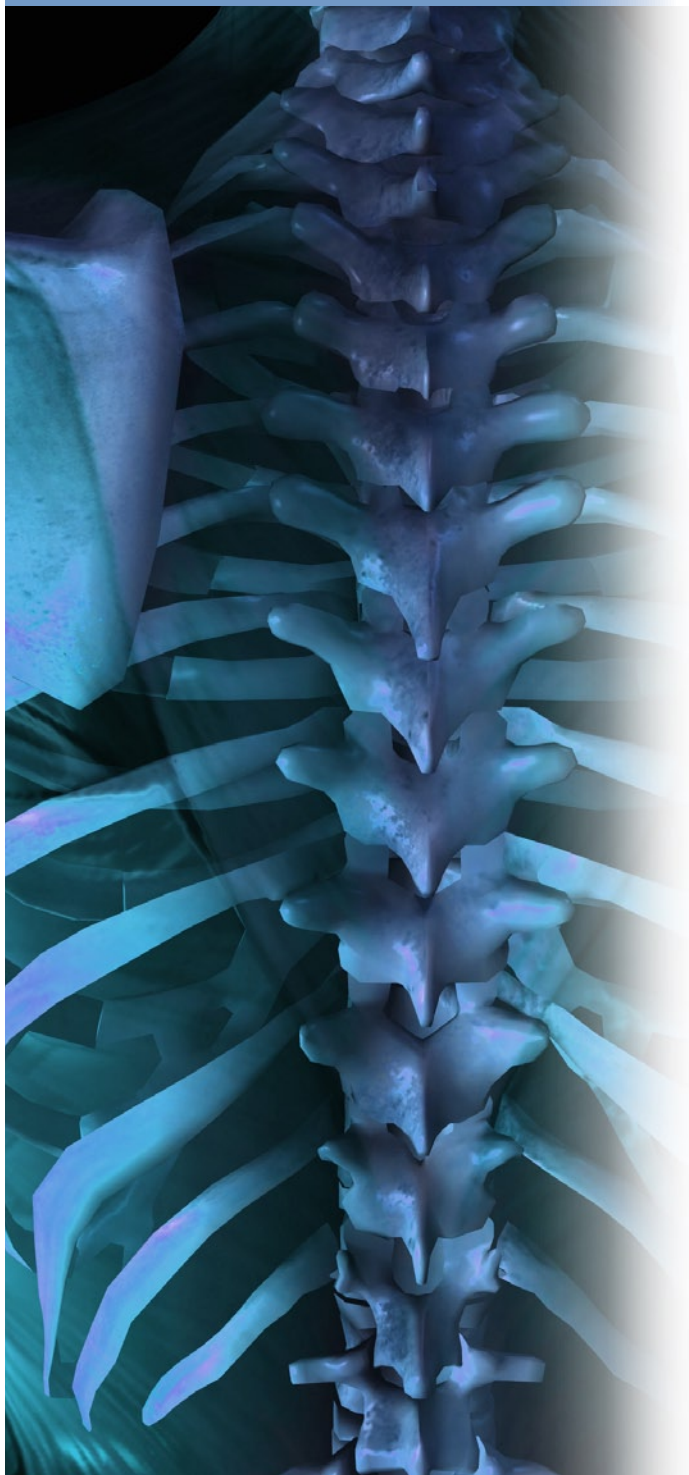


PRAY CHIRO GOES DIGITAL

Dr. Pray's new Direct Digital X-ray system helps raise the standard of patient care, streamline workflow and lower costs at Pray Chiropractic



Providing high-quality patient care using advanced chiropractic techniques was never a problem for Dr. Charles G. Pray of Pray Chiropractic Clinic. But with a stated mission to help improve the quality of his patients' lives, he was always looking for ways to enhance his clinic's healing environment.

Today with the help of a new digital radiographic system that captures, stores and displays high-resolution X-ray images in just six seconds, Pray Chiropractic is able to provide faster, more accurate diagnostic services, reduce patient wait time, and increase comprehension among patients of their condition and treatment.

"The new HCMI DCX system provides optimum image quality in one scan and helps detect anomalies like stress and hairline fractures that cannot be detected easily by film-based systems," said Dr. Pray. "This invaluable tool has not only helped us raise the standard of patient care at the clinic, but also helped us streamline workflow, increase staff efficiency and eliminate some of the more repetitive costs associated with film-based processing."

Established in 1995, Pray Chiropractic, a full-service chiropractic facility in Fort Oglethorpe, Georgia, holds a clinic calendar packed with up to 100 patients a day. Offering a range of diagnostics services including digital imaging, Semg muscle testing, weight distribution and digital motion analysis, the clinic also offers extensive therapeutics including manual and impulse instrument spinal adjusting, drop table or flexion/distraction techniques, RF diathermy, therapeutic ultrasound, electrical muscle stimulation, hydromassage and vibration therapy.

When it first opened in 1995, the clinic used film-based processing with old-fashioned dip tanks where X-ray films were clipped on a rack, dipped into a fixer and developer and then left to dry. Even as this protracted processing time was cut to half just a year later with the acquisition of a darkroom automatic processor, the X-ray technician was still spending more than half her workday in the radiology room instead of providing patient care or other diagnostics services.

As the practice grew Dr. Pray continued to search for ways to help him manage a growing roster of patients with renewed attention to the high quality standards that patients had come to expect at Pray Chiropractic.

Digital Difference Makes An Impact

First introduced to digital imaging in chiropractic by an article in a leading industry publication, Dr. Pray explored the merits of several different types of radiographic technologies in his search for a system that could provide fast, accurate and high-quality X-ray images without the need for increased or repeated exposures.

In 2005, Pray Chiropractic became one of the first chiropractic facilities in the country to acquire the HCMI DCX Direct Digital X-ray system. Installed as part of an overall clinic upgrade, the HCMI

DCX today helps Dr. Pray deliver more accurate diagnoses about 10 times faster than his previous X-ray system. With no films to process, the X-ray technician can now instantly view, modify, save, print and even send digital images electronically for further interpretation.

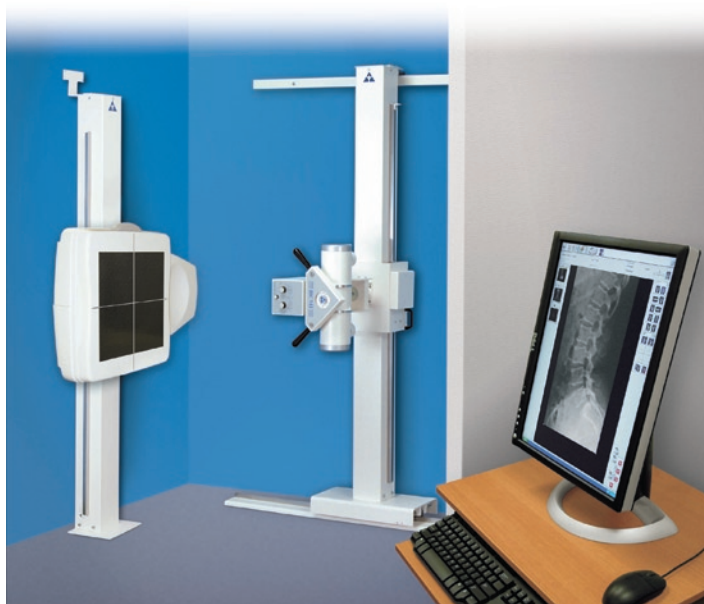
The clinic staff is delighted with a system that is built to distinguish 16,384 shades of gray and magnifies original exposures up to 200 times. Equipped with an FDA-approved 3.2 line pairs per millimeter CCD camera, the HCMI DCX also simplifies patient positioning at the clinic with the industry's largest image area at 17 inch by 17 inch.

Like most chiropractors, Dr. Pray is also always mindful of motion-related concerns with chiropractic radiography. Since the DCX is equipped with a patented, CCD direct digital receptor and 100 kHz generator that produce a faster and more precise exposure in less time, it reduces the probability of patient movement and helps address this common problem in upright skeletal radiography.

Latest Diagnostic Technology Delivers Results

The HCMI DCX system today allows Pray Chiropractic to offer cutting edge technology that delivers superior image resolution, incredible speed, improved client education and credibility within the patient community.

HCMI DCX follows the Digital Imaging and Communications in Medicine (DICOM-3) standard in medical imaging. "As with any significant investment, the flexibility and adaptability of this technology were real considerations. Investing in industry standards without being tied to a particular vendor or proprietary format were huge advantages that steered me towards the DCX system," said Dr. Pray. "Being DICOM-3 compatible allows the HCMI DCX to speak the same language and communicate remotely with other equipment and types of diagnostic modalities, such as ultrasound or MRI, through a network or a media."



The DCX system with Omni-View software functions both as an acquisition workstation and also integrates with the clinic's Picture Archive and Communications System (PACS) for image archiving, retrieval and transmission. A seamless interface between the clinic's DCX and PACS, printers and workstations has helped streamline workflow and reduce the time between client positioning and consultation to less than five minutes.

Dr. Pray can instantly manipulate a patient's digital X-ray image into thousands more to enhance the kinds of diagnostic information gathered. During consultation, he can then use different views of the digital images to highlight anomalies or do side-by-side comparisons that indicate either progress or the need for a new course of treatment. A better understanding of the patients' condition and procedures both before and after treatment has given patients a greater appreciation and understanding of their condition and chiropractic.

Since digital X-ray images can also be transferred easily via e-mail or compact disc, the DCX system also has improved the clinic's ability to work more efficiently with other specialists and has helped build increased credibility among clients.

Bottom line Efficiency Seals the Deal

Digital imaging can be a more cost-effective alternative to film-based systems also because it eliminates the repetitive costs associated with film, processors, chemicals, envelopes, X-ray storage and staff time.

Since the State of Georgia mandates all medical facilities to have patient X-rays on file for a minimum period of three years, digital images also help the clinic comply with this and other medical and legislative regulations. Digital imaging also solves issues that could be caused with the filing and secure storage of film X-rays.

The DCX system impacts the bottom line at the clinic with improved staff efficiency and a more service-oriented healing environment. Patients at Pray Chiropractic today recognize the clinic's commitment to offering the highest quality of chiropractic care and are thrilled with the noticeably shorter visits and faster relief time.

Satisfied with the attention and care they receive, a dedicated clientele also makes way for increased new client volume based on referrals. The clinic's new drop-in policy made possible in large part by the DCX system helped facilitate a 20 percent increase in client volume, which in turn helps generate increased revenue and greater profits.

Given the impact that direct digital diagnostics can have on diverse aspects of managing a clinic, this technology can be a valuable addition to chiropractic clinics of all sizes. In fact, Dr. Pray maintains that the use of these advanced technologies will ultimately help advance the overall professional image and credibility of the chiropractic profession.