



FOR IMMEDIATE RELEASE

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**CONFIRMA EXPANDS CUSTOMER SUPPORT WITH INCREASED ACCESS TO
CME-ACCREDITED EDUCATIONAL PROGRAMS**

Confirma is Assisting its Expanding Customer Base Confidently Meet the Increasing Demand for Breast MRI

Bellevue, WA, July 8, 2008 – Confirma[®], pioneer of CADstream[®], a dedicated operating system for MRI, announced that it has expanded customer support by providing increased access to CME-accredited educational programs worldwide. In addition to delivering CADstream systems to over 1,000 customers throughout the world, Confirma also delivers exceptional customer training and access to education; assisting physicians meet the growing demand for breast MRI.

Since CADstream's introduction in 2003, Confirma has recognized the importance of providing comprehensive applications training and access to CME-accredited education programs. Breast MRI is a complex study that requires experience and expertise as well as advanced technology for analysis, interpretation and reporting. Confirma supports professional development in breast MRI through educational grants to organizations, including the International Center or Postgraduate Medical Education (ICPME) and The Scienomics Group. Education programs consist of a variety of online case review seminars, fellowships, and didactic and hands-on training workshops.

Increase in Demand for Breast MRI

While mammography and breast ultrasound are considered the gold standard for breast cancer detection, an increasing body of research data has demonstrated that breast MRI is an effective diagnostic and interventional tool. Demand for this important study has increased dramatically following the updated breast screening guidelines issued by the American Cancer Society and the publication of *The New England Journal of Medicine* study that demonstrated the efficacy of MRI in detection of contralateral cancers in patients diagnosed with breast disease.

The Need for Comprehensive Training and Education

Starting or expanding a breast MRI program can be challenging due to the significant amount of data produced, as well as the lack of standards in interpretation and the shortage of radiologists fully trained in the procedure.

"There are challenges associated with breast MRI and thus adequate training is essential," said Dr. Gruen, who is among the faculty for the online case review programs. "Educational programs, like those supported by Confirma, enable more radiologists to become proficient and help meet the increasing demand for this important procedure."

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Hands-on Courses

The hands-on courses, supported by Confirma, are intended to educate physicians and technologists who offer breast MRI examinations and perform MRI-guided breast biopsies. Educational objectives include assessing the clinical role of breast MRI in patient selection and the detection, diagnosis, and management of breast disease; developing standardized post-processing techniques to determine the morphology and kinetics of lesions in breast MRI; and accurately interpreting and reporting breast MR images in accordance with the ACR BI-RADS®. Participants also have the opportunity to review cases using CAD and practice MRI-guided biopsy techniques using a breast biopsy system.

The next hands-on course, *Breast MRI Interpretation and Intervention*, will take place in San Francisco, California, on July 11-12, 2008. The faculty will be Elise L. Berman, M.D., director of breast MRI, and Mary Perrine, RT (NM) (MRI), chief MRI technologist, Fairfax MRI, Fairfax, Virginia.

Confirma is also providing a grant along with Bayer Healthcare for a new educational program, *Breast MRI Interpretation for Radiologists*, led by Constance D. Lehman, M.D., Ph.D. director of radiology at the Seattle Cancer Care Alliance and professor of radiology at the University of Washington, and Gillian M. Newstead, M.D., professor of radiology and director of breast imaging at the University of Chicago. Visit <http://www.icpme.us/CMS/biis.shtml> for more details.

Several other hands-on courses are scheduled during 2008; visit http://www.confirma.com/edu-train_calendar.html for more information and a complete list of upcoming courses.

Fellowships

The fellowship program offers attendees peer-to-peer, hands-on education and training experience on location at expert sites throughout the country. Fellowships can be customized to meet individual customer training objectives. Email education@confirma.com for more information.

Online Case Reviews

Decisions in Medical Imaging – Breast MRI Analysis and Interpretation with CAD is a unique series of one-hour online case reviews using CAD to aid the radiologist in the analysis and interpretation of breast MRI studies. The next online session will take place on July 22, 2008 from 5:00 to 6:00 pm PT. The lecture and case review will be presented by Constance D. Lehman, M.D., Ph.D. director of radiology at the Seattle Cancer Care Alliance and professor of radiology at the University of Washington School Of Medicine. The review will cover the use of CAD for the interpretation of breast MR images as a complement to the radiologist's initial interpretation. Dr. Lehman will detail how efficient post-processing and interpretation of the 1,000-2,000 images generated in a breast MR study can be achieved with the use of CAD software. There is no charge to attend the online case reviews. For more information, visit http://www.confirma.com/edu-train_calendar.html.

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About Confirma, Inc.

Confirma provides peace of mind through leadership in innovative technology, customer support and resources for building and expanding an MRI practice. Confirma is the only company that develops and markets an operating system, CADstream, that is designed specifically for radiology networks and workflow-specific MRI applications. Confirma has revolutionized workflow and MRI study analysis and reporting through automated and standardized processing. Thousands of physicians at nearly 1,000 facilities partner with Confirma each day to provide premium patient care.

CADstream automates the analysis and interventional guidance of MRI studies, providing higher quality imaging studies, lower costs for radiology practices and improved communication tools for physicians and patients. In its initial application, CADstream was developed to assist in the analysis, interventional guidance and reporting of breast MRI studies. CADstream can be integrated into any workflow scenario, and is compatible with all MRI scanners and PACS.

Confirma strives to exceed customer expectations through exceptional service. Confirma's experienced customer support team is a resource for seamless service, as well as training and access to CME-accredited education programs that instill confidence and assist practices in achieving their goals.

For more information, visit www.confirma.com or call 877-811-2356.

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