Massachusetts General Hospital Dermatology Department Standardizes On ImageStore For Healthcare

Internet-based Image Management Platform Provides 24/7 Access to Critical Patient Photographs

Portola Valley, CA – May 2, 2007 – Through the Lens, Inc. today announces that the dermatology department of Massachusetts General Hospital has adopted ImageStore for Healthcare as the standard application for managing its patient image files. The ImageStore platform gives authorized medical and administrative personnel at Massachusetts General Hospital instant and secure 24/7 access to critical patient image files. ImageStore for healthcare is the first and only fully Internet-based digital photo management solution for medical professionals.

“Patient photographs are essential to medical, surgery and dermatology offices, yet the management of these photos can be a time consuming and expensive process,” says Brad Turner, CEO of Through the Lens. “Institutions such as Massachusetts General Hospital have embraced digital photography and Internet-based photo management solutions. In the process they are improving patient care and reducing costs.”

Dr. Victor Neel, Director of Dermatologic Surgery at Massachusetts General Hospital, says, “Moving images to the ImageStore platform has greatly improved access, reduced department costs and brought greater efficiency and better patient care. I now have nearly instantaneous access to patient images from any physical location which makes consultations, referrals and clinical presentations much easier. The platform has also become a valuable tool to engage patients in the treatment process. We can look at images together and the patient see firsthand their before and after results. The interface is far superior to other products I have tried. It’s easy to use and very affordable.”

Unlike other digital image management platforms, ImageStore for Healthcare is operated as an online service, meaning the infrastructure, security, software updates, data backups and storage are provided by the service operator, Through the Lens, delivering 24/7 availability. This removes the need for medical practices to spend additional time and money on the computing requirements typically brought about by storing and categorizing digital photographs.

Turner continues, “The ImageStore platform turns basic patient digital photographs and scanned documents into a powerful medical image knowledgebase. Patient image file access is fast and convenient from any Internet-connected personal computer. ImageStore, the only Internet-based system of its kind, has tremendously simplified the filing, categorization, retrieval and sharing of medical photographs.”

ImageStore for Healthcare Product Specifics
ImageStore for Healthcare meets the needs of dermatologists, aesthetic and plastic surgeons, as well as practices delivering skincare and cosmetic therapies. It features:

- Secure online access by any authorized user from anywhere, anytime
- Easy-to-use browser-based tools for filing, categorization and retrieval of images
- Customizable diagnosis, procedure and anatomical location fields to aid accurate image categorization
- Powerful comparison engine for dynamic before and after image views
- HIPAA-compliant collaboration capability for efficient patient referral and physician collaboration
A subscription with unlimited access and upload of up to 200 images per month is $55 per month or $600 per year. Subscriptions may be upgraded for practices that require additional storage capacity. ImageStore for Healthcare is available at www.ImageStore.md.

About Through The Lens, Inc.
Through the Lens, based in Portola Valley, California, develops ImageStore for Healthcare, the online digital photo management service for sharing, comparing, organizing and utilizing photos in medical practices. The company’s photographic consulting services, combined with state-of-the-art online products, provide a full-service offering to medical practices of all sizes. Visit www.ImageStore.md for more information.

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