



FOR IMMEDIATE RELEASE

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Care to Care Responds to President Obama's 2010 Budget Proposal to include Radiology Benefit Management (RBM) in the Medicare Program

New York, NY, March 2009 – Care to Care LLC (CTC), a leader in radiology benefit management solutions responded today to news that President Obama's 2010 budget proposal includes savings of \$260 million through mandating radiology benefit management in the Medicare program. Care to Care designed to be the "next generation" in Radiology Benefit Management (RBM) solutions and has targeted its marketing efforts to the Medicare and Medicaid programs. "We agree that cost and utilization are growing exponentially as was presented in the GAO report and AHIP White Paper in 2008" stated Camille Kurtz, EVP. "While we agree that RBM is the answer, we believe our approach in offering policies aimed at mitigating provider discontent is the most successful solution." "Evidence based Radiology Benefit Management has proven successful in managing utilization and cost in commercial insurance and government sponsored programs throughout the nation, while at the same time not interfering with proper care," stated Dr. Michael Komarow, Chief Medical Officer. Care to Care's approach to making appropriate imaging determinations through its peer to peer review process has been highly successful in minimizing physician discontent.

"Our Peer to Peer Review program's objective is primarily educational. Our board certified radiologists confer with ordering physicians when a study appears to be inappropriate, the goal being to settle on the most efficient means to make an accurate diagnosis," said Dr. Komarow. "We seek mutual agreement on the choice of a more appropriate course or procedure rather than issuing a denial" said Dr. Komarow. "This places the prescribing physicians and peer reviewer radiologists in a collegial relationship, not an adversarial one, thus leading to the best practice for the plan member".

"We believe Radiologist Peer Reviewers are the key to a successful utilization management program given their expertise with this high-tech, ever-evolving technology" said Ms. Barbara Kelman, Chief Operating Officer.

About Care to Care LLC

Care to Care was founded at the request of health plans and radiology facilities that saw a need for Radiology Benefit Management to focus on patient outcomes as well as manage cost and utilization. Care to Care believes that appropriate radiological and diagnostic imaging services improve member outcomes. A panel of Board Certified Radiologists developed our clinical guidelines and conduct peer to peer reviews in an effort to prevent or at least minimize the high cost of acute and chronic illnesses. Visit us at www.caretocare.com for more information.

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