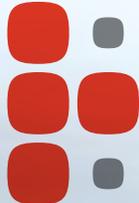


Telehealth Solutions

RAD365 

**Extending  
Excellent Care**  
in Every way, Every day

# Table of **CONTENTS**

<b>Welcome To RAD365</b> .....	<b>1</b>
<b>Our Journey</b> .....	<b>2</b>
<b>Mission, Vision &amp; Objective</b> .....	<b>3</b>
<b>Our Clients</b> .....	<b>4</b>
<b>What Makes Us Different</b> .....	<b>7</b>
<b>Performance Improvement and Quality Assurance</b> .....	<b>8</b>
<b>Data Security and Confidentiality</b> .....	<b>9</b>
<b>Our Offerings</b> .....	<b>10</b>
<b>• Telehealth Solutions</b> .....	<b>11</b>
◦ Teleradiology .....	12
◦ PACS Supports & IT Services .....	18
◦ Quality Payment Program .....	20
◦ Doconnects .....	21
<b>• Healthcare Artificial Intelligence - HaiLTH</b> .....	<b>23</b>
<b>• Healthcare Technologies</b> .....	<b>39</b>
<b>• Healthcare Communications</b> .....	<b>45</b>
<b>Core Team</b> .....	<b>49</b>
<b>Reach Us</b> .....	<b>53</b>

# Welcome to RAD365



RAD365 is a **trusted global provider** of best-in-class empathetic, innovative and value-based **Telehealth & Healthcare Technology Services and Solutions**, with core focus areas being –

Telehealth Solutions

Healthcare Artificial Intelligence

Healthcare Technology

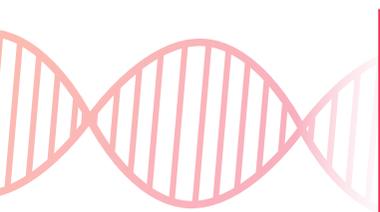
Healthcare Communications

Recognizing the unlimited potential of **Artificial Intelligence (AI) in healthcare**, we have recently started to develop and incorporate its applications to processes across our varied services that would benefit our clients.

What started as a back-office support operation for a full-service Teleradiology company in India **12 years ago in 2007**, is today an independent healthcare technology company. With renowned clients based in **USA and India**, and close to **100 employees**, RAD365 is on a path to expand its global footprint in **North America, Europe & Australia**.



# Our Journey 2007 – Present



2007

Launched as a **back-office support for Teleradiology International**. It started with **12 team members**, servicing **1 client**.

2010

Major upgradation in technical and IT support **brought in First Touch, Print to PACS and Proofing**. The **team strength grew to 30** and **client base to 4**.

2012

**Independent KPO operations launched**. It comprised **revenue cycle management**, including **medical billing and coding**, and **AR follow up**.

2014

Launched **independent Teleradiology operations** with a strong 50-member team of radiologists. Also, put together a **team of software developers for healthcare solutions**. The **team strength grew to 48** and **client base to 11**.

2015

Introduced **Smart DICOM** into the development procedure along with **Smart Work Flow management programs**. Launched a **Technology vertical** with a team of 12 domain experts. **Initiated Teleradiology services in USA**.

2017

**The team of radiologists grew to 150**, **team strength reached 95** to cater to **18 clients**.

2018

Introduced **Healthcare Data analytics and Service boosters**. Launched **Digital Healthcare Solutions - Second Opinion and SOS4Dr**

2019

Launched **Artificial Intelligence (AI) division** as part of the technical support for all its operations and to facilitate its venture of **Connected Health – a prime digital Healthcare Solution**. **Team members grew over 100 by mid-year** providing services and solutions to **20 clients**.

...and we move ahead.



# Our Mission, Vision & Objectives

## MISSION

To be the first choice of healthcare providers globally with empathetic, innovative, and value-based telehealth and healthcare technology services and solutions.

## VISION

To deliver personalized and quality healthcare services to our partners while making a positive and measurable difference in the outcomes the communities we serve.

## VALUES

RAD365 is a full-service radiology provider. Our team is exclusively built to serve patients of hospitals, clinics, and radiology groups remotely or on-site. Every day, every night, our radiologists, executives, and associates collaborate to deliver world-class patient care with a focus on delivering a service that exceeds what we would ideally be expecting for our family members. We believe that our strength in caring for millions of patients lies with our products and services seamlessly integrated into your organizational ecosystem.

## Our Clients: USA

Our clients are our most treasured assets. We nurture every client relationship with passion, commitment, and integrity. This is precisely why most of our clients have been with us through more than the decade of our existence.

Our client philosophy is anchored around the following core principles:

- **Serve with honesty, integrity, and transparency**
- **Think innovatively, deliver effectively**
- **Be accessible and responsive**

### Some of our clients include the following:



Leading radiology outpatient centers for about 12 years



A renowned national mobile ultrasonography service provider for more than 8 years



A Teleradiology major for about 5 years



An international radiology company for about 3 years



An international revenue cycle management firm for 6 years

# Our Presence: **India**

A majority of clients RAD365 serves are based in Eastern India. We have been working with:

## 24x7 Tele-Radiology Coverage

-  A world-class super-speciality NABH accredited tertiary care healthcare 400 bed hospital in Kolkata
-  A 400 bed Multi-Speciality Hospital & Research centre located in eastern periphery of Kolkata
-  Medical College in Kolkata which marks the beginning of medical education in our country
-  State of Art Multi-Speciality Hospital with 450 beds and all its 4 branches in Eastern India
-  A 85 bedded state of art Nursing Home in Bihar
-  A Super speciality Hospital in Patna with 220 bed facilities

## Vacation Coverage, Nighthawk & Emergency Reporting Coverage

-  A 350 bedded state-of-the-art super speciality hospital, with cutting edge technology in Durgapur
-  A small Hospital at Kolkata backed by National Institute of Health & Family Welfare
-  Two Super speciality Hospitals in Bihar with 200 bed facilities

**150**  
Global  
Clinical  
Consultants

---

**1.78**  
Million  
Reports  
Generated

---

**12+**  
years in  
Healthcare  
Technology

---

**25+**  
Global  
Clients

---

**99%**  
Accuracy  
in Reporting

Global presence –  
**USA, UK,  
Canada  
& India**

---

**24 x 7 x 365**  
coverage facility

# What makes Us different?

RAD365 is a cut above the rest with its unparalleled imaging experience that is warm and fulfilling. We are committed to delivering the following:



## Trustworthy **Experience**

We maintain industry standards in the services we provide, making it easier for you to meet your business challenges.

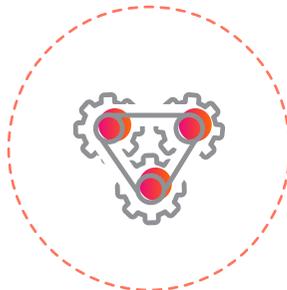
## Effective **Leadership**

We are independently owned and operated, meaning that we are customer-driven to the core and focused on making decisions solely in the best interests of clients and no other shareholder or external committee.



## Dedicated **Customer Service**

Supporting your business is our top priority with the fact that 95% of our team members are dedicated to providing support and address challenges to your business while the remaining to other functional domains. In short, we are well-staffed to deliver what we promise.



## Performance Improvement and Quality Assurance

We continuously keep enhancing our performance and quality improvement initiatives alongside our quality assurance programs, including the following:

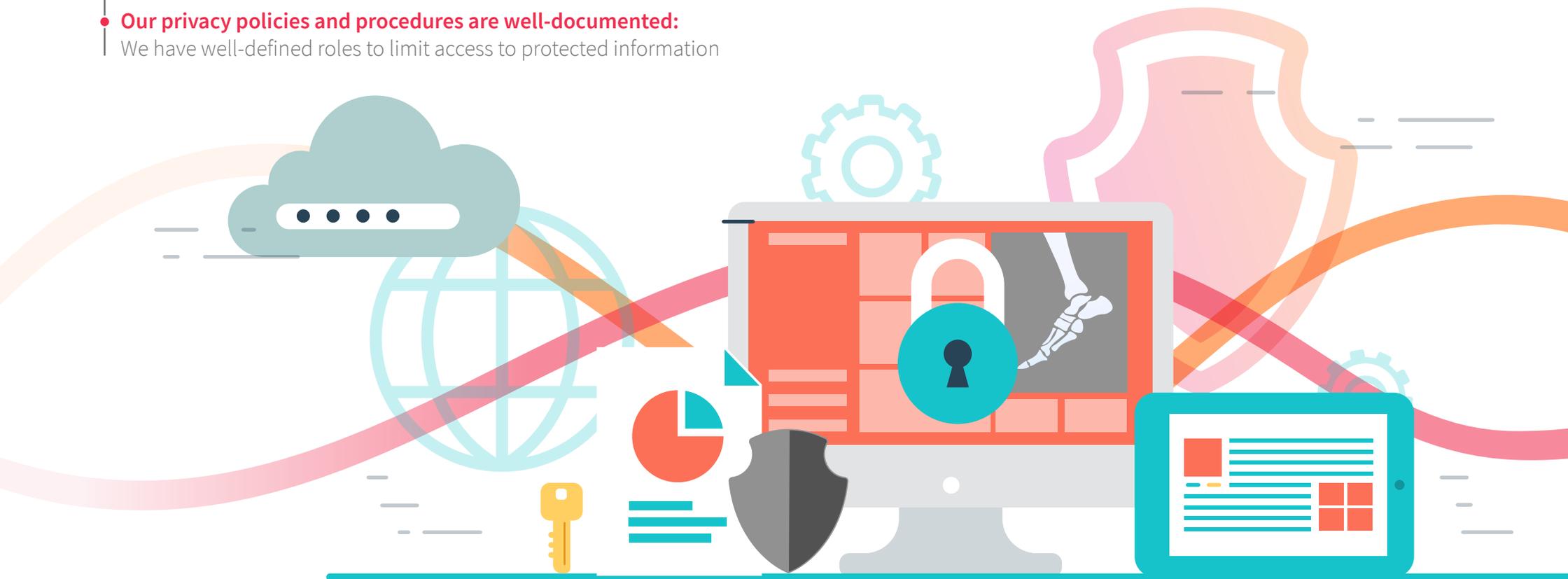
- **Image Optimization**
- **Policy and Procedure Development and Review**
- **MRI Safety Program Development and Monitoring**
- **Performance Improvement Program Evaluation & Monitoring**

All performance and quality initiatives are run by RAD 365's core technical process team. We provide meeting minutes and work with clients to address desired standards. To learn more about our performance and quality services, visit [www.rad365.com](http://www.rad365.com) or write to us at [info@rad365.com](mailto:info@rad365.com)

## Data Security and Confidentiality

Our unique Teleradiology system guarantees a patient's privacy. RAD 365's software solutions are HIPAA compliant which indicates that it limits the ways in which an entity is likely to use a patient's personal information. RAD365 also ensures that your patients' privacy is protected in the following ways:

- **Our employees are experts in handling confidentiality of a variety of cases:**  
We sign a confidentiality agreement to ensure non-occurrence of privacy breaches
- **Our privacy policies and procedures are well-documented:**  
We have well-defined roles to limit access to protected information



# Our Offerings

## Telehealth Solutions

- Teleradiology
- PACS & IT Support
- Quality Payment Program (QPP)
- Doconnects

## HealthCare Artificial Intelligence: HaiLTH

- Automation in Diagnosis
- IoHT: Internet of Health Things

## Healthcare Technology

- Radiology Workflow Manager
- Smart DICOM Router
- Peer Review – QA Portal

## Healthcare Communications: RADical Thinkers

- Brand Communication
- Digital Marketing
- Content Creation
- Podcast-based Marketing

# Telehealth Solutions



## Teleradiology

Teleradiology, in essence, is based on a fundamental triad; an image sending station, a transmission network, and an image retrieval station that should have a high-quality display screen. Recent innovations include the cloud for improved cost reduction, mobile technologies for greater access, and more sophisticated teleradiology workflow that enhances radiologist productivity, provides performance metrics, and tracks quality.

Teleradiology improves patient care by enabling radiologists to offer their expertise without having to be present. This is essential when radiologist subspecialists (e.g. MRI radiologists, pediatric radiologists, or neuro-radiologists) are required as the number of these specialists is relatively low. Teleradiology, thus, enhances the quality of reporting by bringing the images of patients to the most specialized radiologists best qualified to interpret a particular scan.

On the other hand, smaller-sized, remote healthcare facilities might employ just one radiologist or none at all. In case of a single radiologist, it's impossible for the appointed expert to be available 24 x7. Here, the support of a teleradiology provider can improve the standard and quality of care that may have been diminished by excessive work load.

## Teleradiology Reads

### Preliminary Reads and Reports

RAD365 values and respects the commitment our centers have for providing patients with the highest standards of care. We strive to optimize the quality of care provided to each patient with no exception by offering holistic preliminary Teleradiology interpretations, reports, and reads. As the need arises, we deliver a preliminary report as well as the final interpretation.

### Final Reads

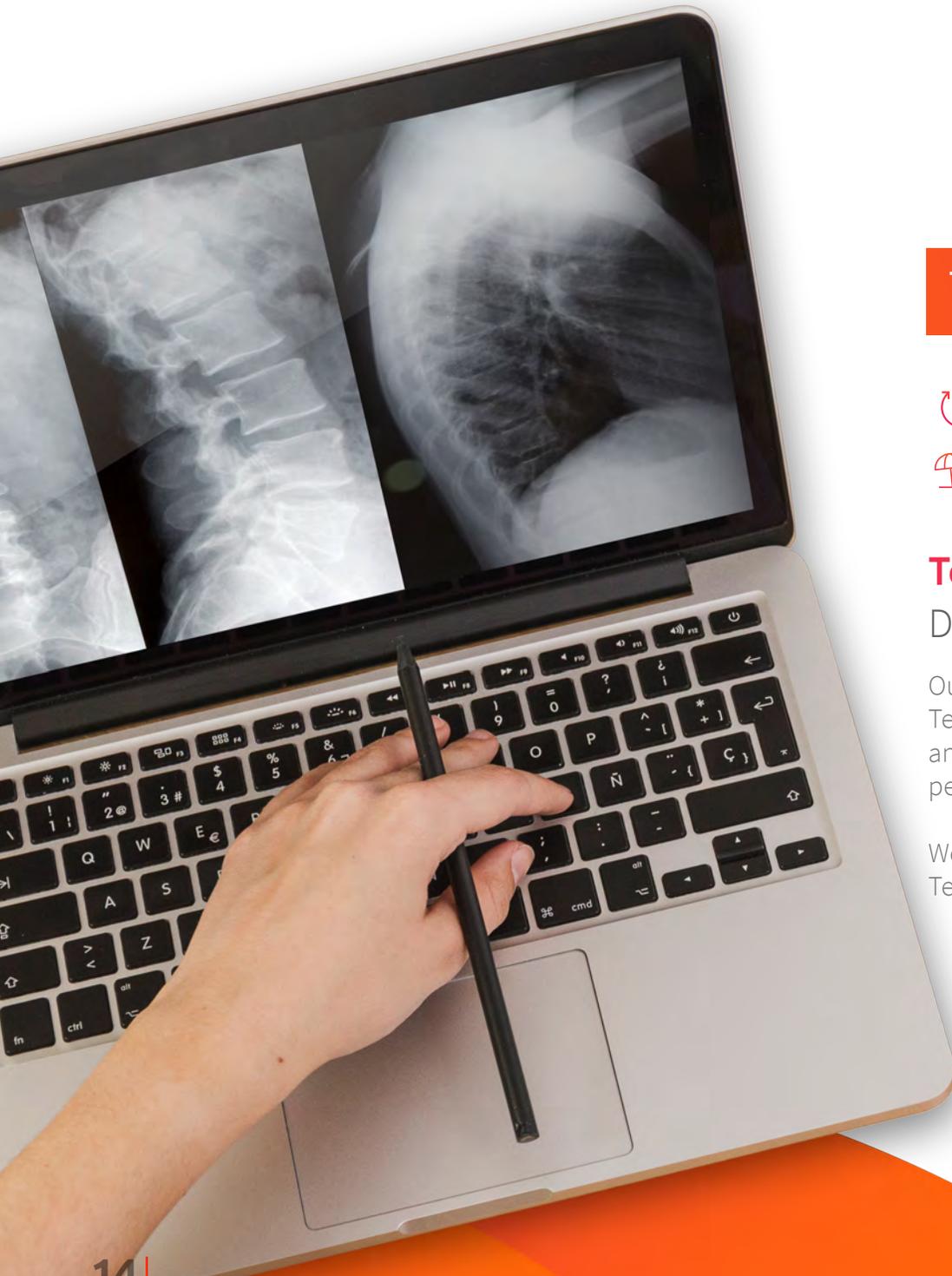
RAD365 takes pride in final read interpretations. We provide custom reports to meet client requirements. Our reports meet global-international standards for centers accreditation preparedness. Final reports and interpretations of diagnostic image studies are performed by fellowship-trained and certified subspecialty radiologists. Our focus always remains on producing high-quality image study reports and interpretations to meet client expectations.

### Subspecialty Reads

RAD365's team of radiologists provide subspecialist coverage without the cost and challenges involved with a local hire. 60% of our radiologists are subspecialty-trained radiologists with an average of 20 years of experience and well equipped to provide sub-specialty radiology reports of global standards in the fields of –

- **Musculoskeletal disorders**
- **Neuro-radiology**
- **Vascular disorders**
- **Oncology**
- **Gastro-Intestinal disorders**
- **Chest related disorders**
- **Women & Child related health issues**

We ensure that irrespective of the situation, you're prepared with a clinical resource to provide a preliminary/final report, empowering you to make better decisions for patients.



## Teleradiology Coverage

-  24x7x365 Coverage
-  Nighthawk Coverage
-  Vacation Coverage
-  Emergency Reporting Coverage

### Teleradiology Services and Support – Delivered with Quality and Integrity

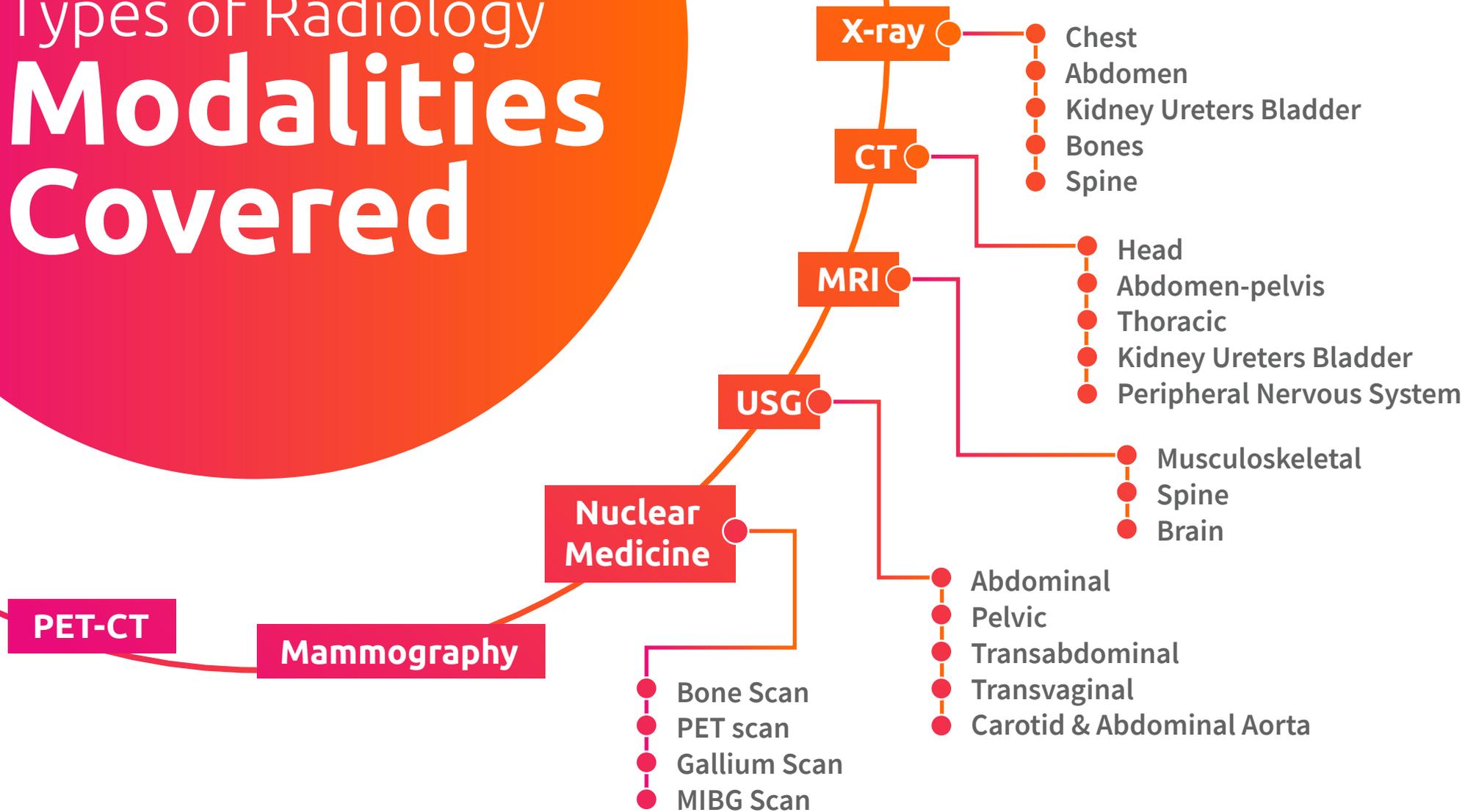
Our clinical expertise and years of experience permit us to offer comprehensive Teleradiology services and support. Our team of radiologists are board-certified and trained in disciplines like musculoskeletal, body imaging, women’s imaging, pediatric imaging, and so on.

We collaborate with clients to provide customized, the following kinds of Teleradiology coverage that best suits your needs:

- **24/7/365 Day and Night**
- **Vacation**
- **Nighthawk**
- **Emergency reporting**

You can always count on excellent customer service, fast consultations with physicians, and attention to detail. Together, we work towards the best patient outcomes. This is what drives us to provide Teleradiology with integrity.

# Types of Radiology Modalities Covered



# Why **Teleradiology** with RAD365

**24 x 7 x 365** tele-health coverage



**Real time discussion with radiologist,**  
whenever required

Reported by **MD radiologists only**



Capable of reporting **5000+ reports in a day**

**Sub-specialty coverage**



**FDA approved & HIPAA compliant PACS**  
and software

Emergency reporting in **30 minutes**



**Data Security & Confidentiality**

Normal reporting in **120 to 150 minutes**



**Economical & Cost-effective**

Team of **150 radiologists located**  
**across the globe**



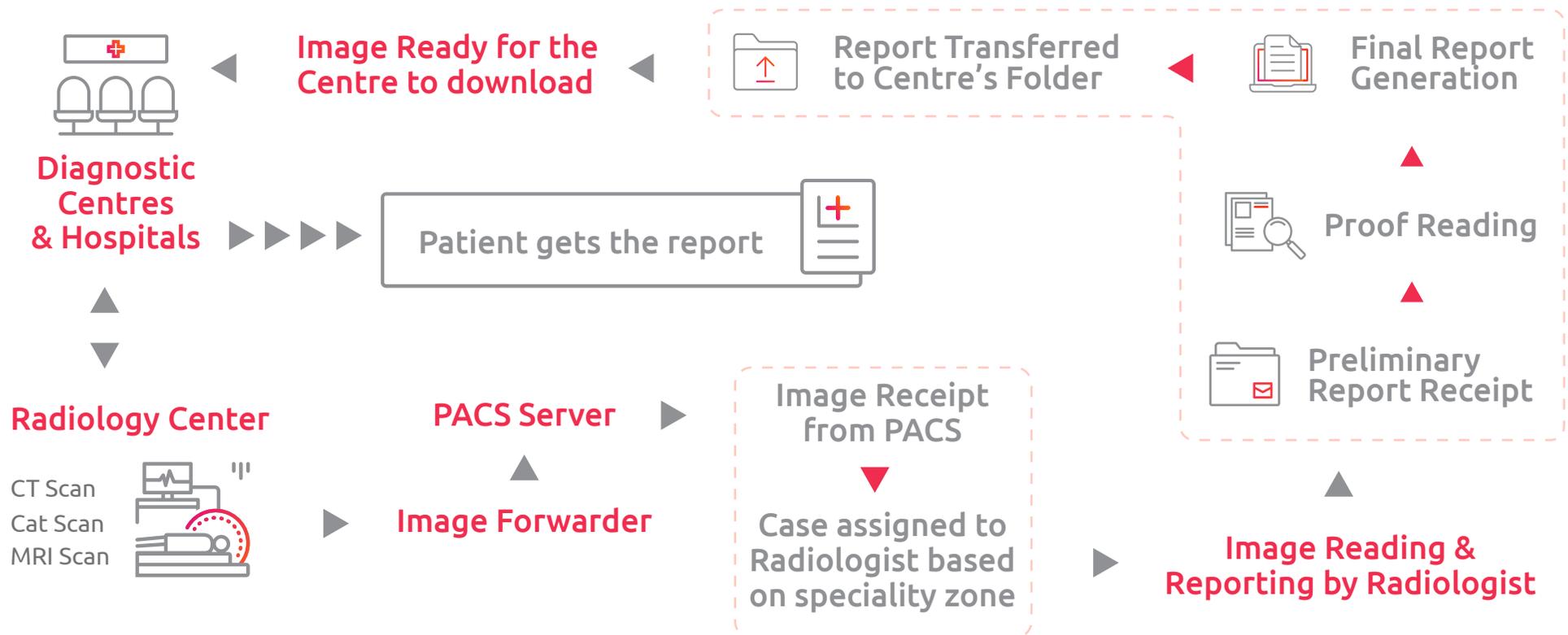
Value-added service: **Second Opinion**

**Robust QA Process**



How it works:

# Teleradiology at Rad365



 - Work flow at RAD365

# PACS Support & IT Services

We Implement and configure PACS & DICOM Modality both on-site and off-site location. We provide remote off-site support for PACS & DICOM troubleshooting and connectivity. We manage and train client/end user for using the PACS & DICOM platform. We maintain systems and security for the entire office and process, including customer data. In case of unforeseen glitches, our technicians immediately test the issue on the parameters provided by the Engineering team. Following are the areas of testing covered as a process:

**DICOM**

**HL7**

**Functionality Testing**

The IT systems comprise high-end PACS and data archiving solutions to manage the Teleradiology systems. Our experts possess the detailed knowledge of HL7 integration and its implementation in various healthcare applications. We provide the following to ensure seamless and trouble-free service:



**Trained support professionals (online and over voice) 24x7x365, minimizing inconveniences**



**Stable and continuous on-site security and power backup**



**Experienced IT personnel equipped to connect relevant patient data with that of the medical record/clinical information systems**

We offer the following healthcare IT solutions for our clients:

- **HIPAA-compliant Teleradiology report distribution platform**
- **Customized healthcare systems integration**
- **DICOM viewer**
- **Teleradiology invoicing software solutions**
- **Radiology images distribution solutions**
- **Customized interface development for PACS**

RAD 365's PACS support and IT tools support your business goals anytime, anywhere by ensuring the following:

- **Uninterrupted integration in your enterprise**
- **Unmatched management and availability for both your clinical and IT needs**
- **Minimized redundancy**

## Quality Payment Program (QPP)

We offer cross checking, verification and ensuring that the reports generated by medical institutes comply with the set regulatory standards and templates as part of QPP services. QPP is targeted at procurement of that percentage of the payment that has been denied by the insurance companies (Medicare and Medicaid) to the relevant healthcare provider offering service to patients on the first instance.

**Denial of payment arises due to inaccuracy in the report.**

# Doconnects

A safe virtual interface for doctor-patient consultation, Doconnects, provides a consolidated platform for all telehealth-related. A unified healthcare experience for patients and physicians that is simple, seamless, and driven by technological superiority, value-added features and automated workflow systems. This ICD-10 compliant, multi-modal platform allows doctors and patients to interact using a wide range of telemedicine - telehealth tools such as e-prescription, EMR, Health locker and break past the limitations of traditional healthcare. Doconnects ensure a secure environment for all health data through best-in-class data security protocol.

## Key differentiators at-a-glance:

- 

Multi-modal consultation and assistance
- 

Integrated ICD-10 database and generic drug list
- 

Health locker for patients
- 

Highly customizable consultation parameters
- 

Electronic Medical Record management
- 

Round-the-clock support
- 

Extremely easy to use



## The Benefits of Using Doconnects

### For Doctors

- Multimodal (anytime, anywhere, and any device) access to consultation rooms
- Online (video and voice call) and offline (voice note) consultation
- Integrated ICD-10 database, generic drug list and diagnostic tests list for ease of prescription
- E-referrals for collaboration

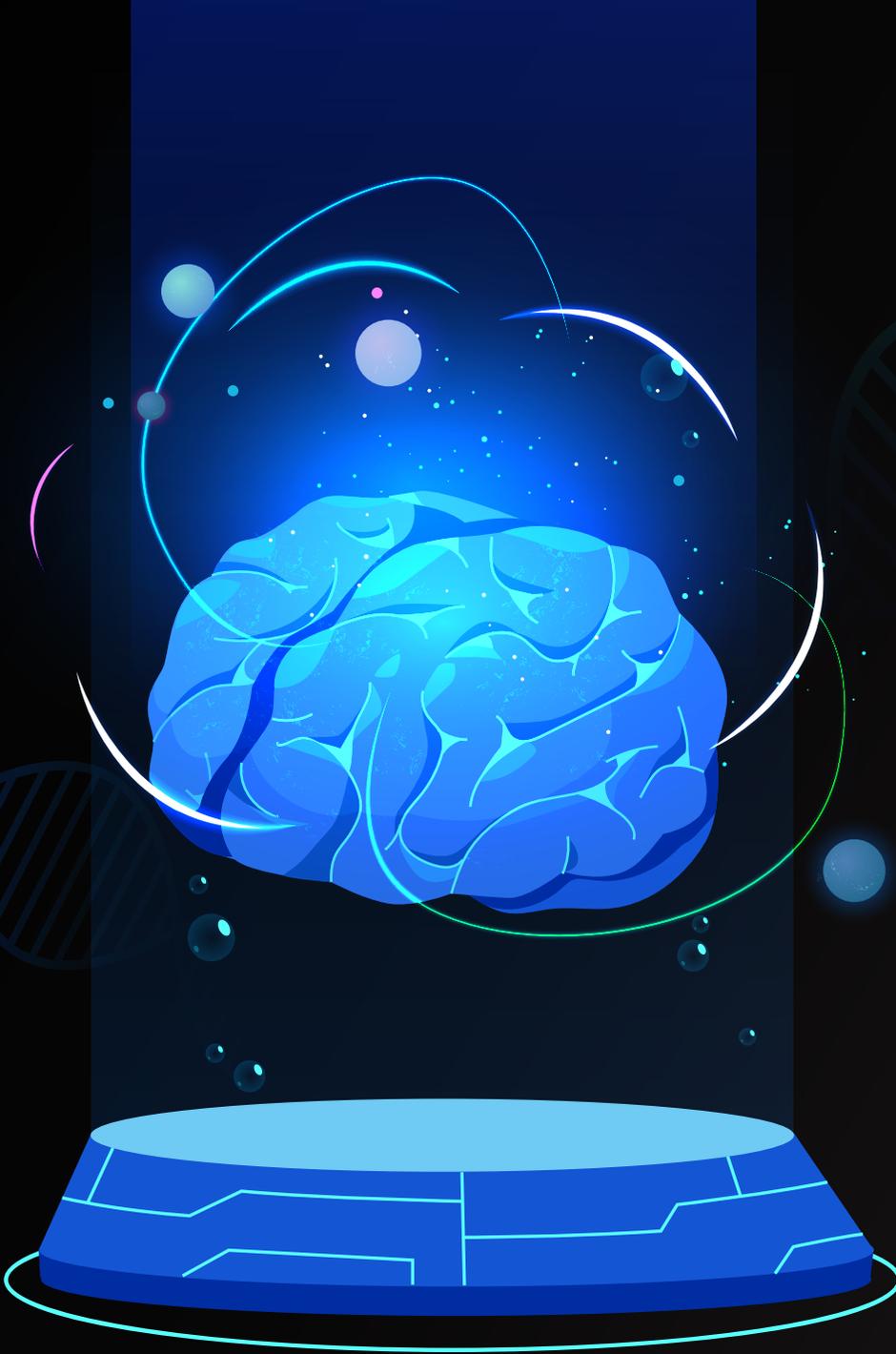
### For Clinics and Hospitals

- A “digital twin” for existing physical facility
- Customizable platform for an in-clinic experience

### For Patients

- Health locker for medical records & reports
- Online prescription (downloadable)
- Exhaustive panel of doctors/medical specialists
- Coverage of multiple health conditions
- Always available records
- Online (video and voice call) and offline (voice note) consultation
- Second opinion facility

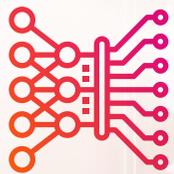




# HOiLTH

Healthcare  
Artificial  
Intelligence

## What makes Us different?



Deep Learning for  
Radiology Image analytics



Traditional Machine learning for  
feature engineering methodologies



Extensive Research  
experience of our radiologist  
& scientists put to use

Creation of advanced, high  
quality healthcare models



Availability of in-house data help  
validate our models extensively



In-house tele-radiology  
services validate our  
products on routine basis

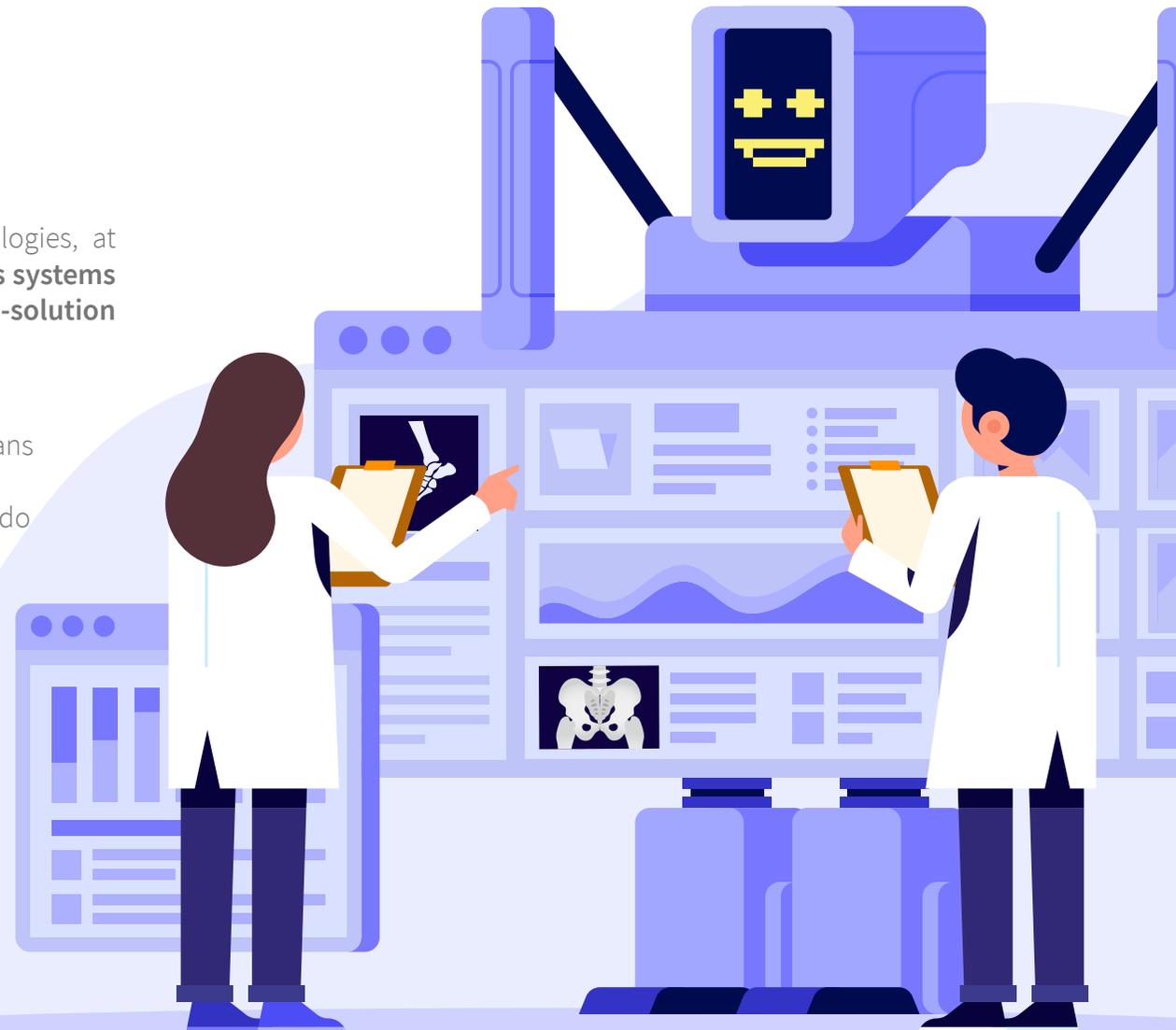


# Artificial Intelligence in Teleradiology

Using traditional Machine Learning and Deep Learning technologies, at HALTH we are in the process of developing **automated diagnosis systems for some specific use cases in the form of a Software-as-a-solution (SaaS) product** -

- To AID physicians in medical diagnosis
- To utilize artificial intelligence to analyse millions of imaging scans
- To automatically detect medical conditions faster
- To enable radiologists to be more efficient in ensuring that they do not miss any kind of pathology in the images.

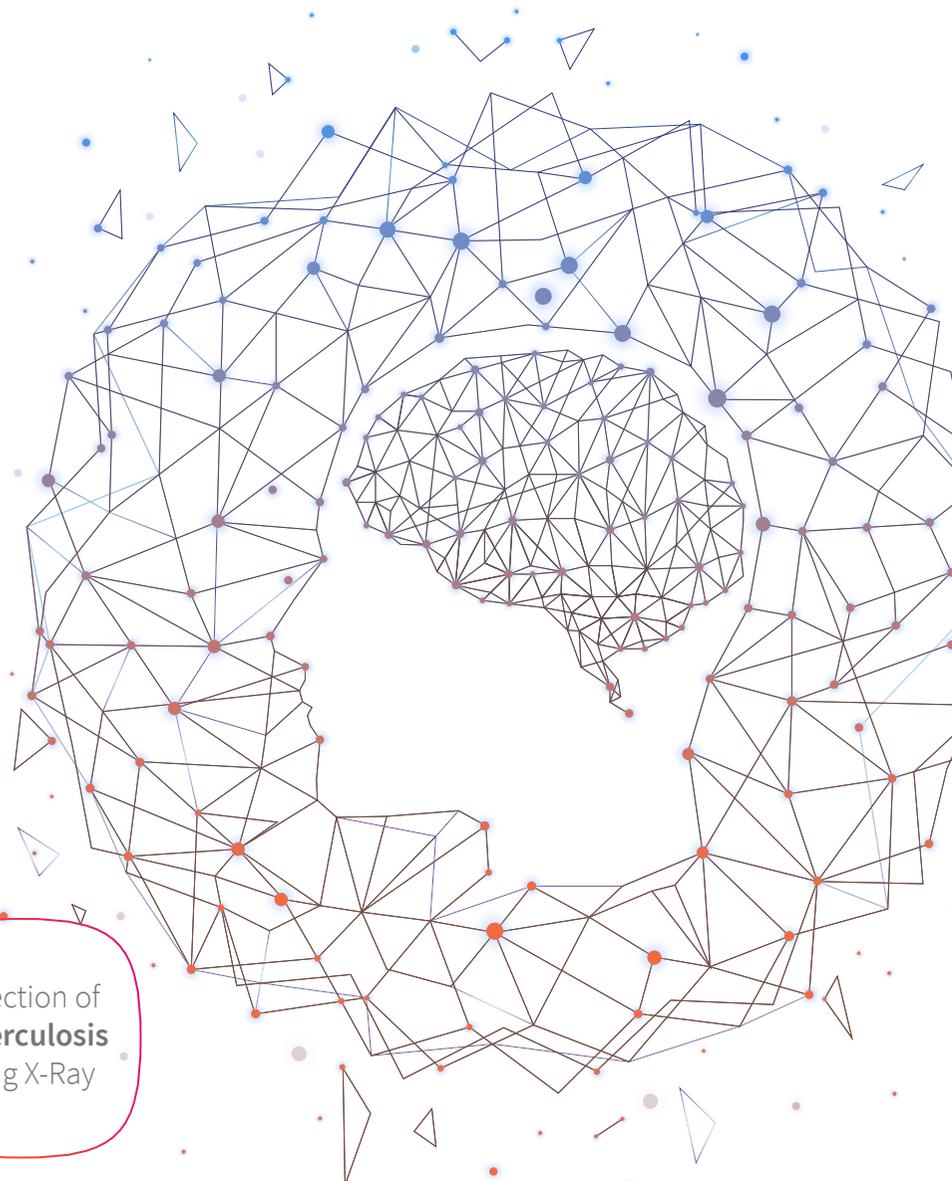
This solution integrates with the PACS system or DICOM to acquire images, analyse them in the cloud and deliver accurate medical findings in real time.



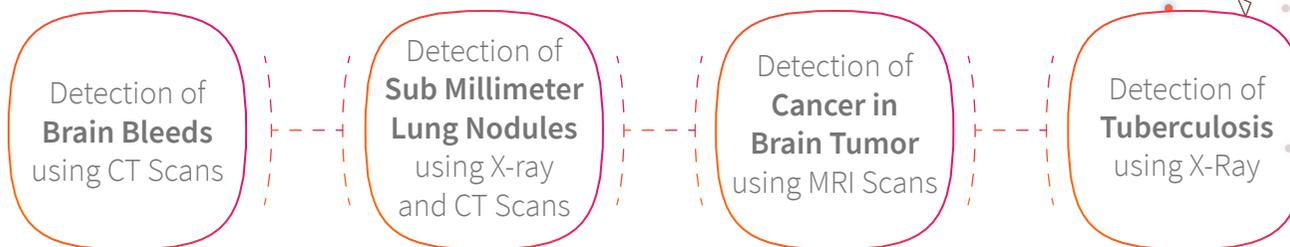
# Transforming data into knowledge for better care

AI is the key to digitalizing healthcare and enabling you to transform care, extend precision medicine and enhance patient satisfaction. We have built a portfolio of unique AI-powered solutions that help automate and standardize both workflows and complex diagnostics to meet patient needs. Keep reading to know more about our company and its latest AI-powered offerings that will shape the future of Teleradiology.

Hailth is a Software-as-a-Service company that leverages data to advance medical diagnostics. By bringing together world-class radiologists, data scientists, and researchers, we collect and analyze clinical data, pioneering medical products and service that empowers healthcare professionals to diagnose anomalies sooner and with unparalleled accuracy.



## Our Initiatives



# Our Expertise

## Artificial Intelligence (AI) and Machine Learning (ML)

We provide medical image analysis and decision support through cutting-edge AI and ML algorithms alongside validation from massive, expert-annotated, real-time data. All algorithms are validated and trained using millions of images.

## Blockchain

Our solutions are based on a block chain-enabled patient health record management system. With just a click, doctors can get image visualization and quantified insights seamlessly integrated with the existing clinical workflow.

## Internet of Things (IoT)

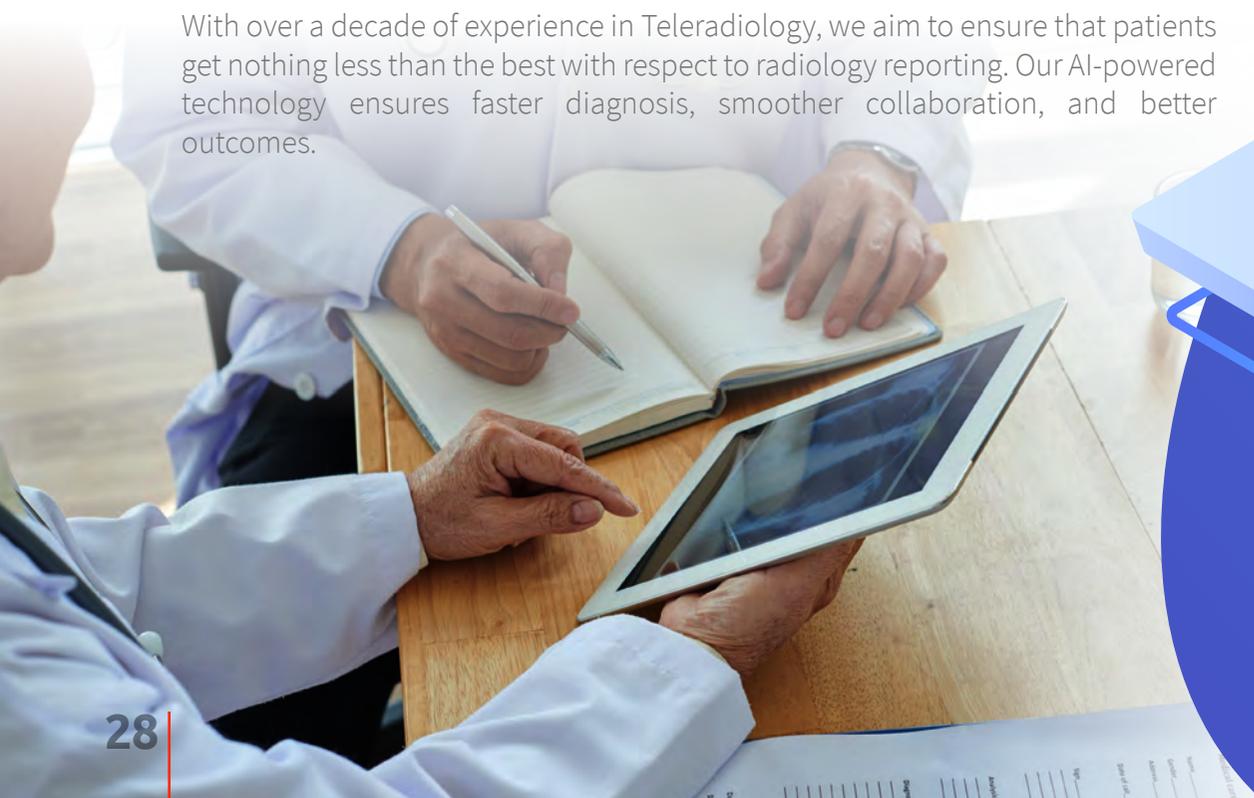
While AI and IoT may have been developed separately, our solutions leverage their combined force to make better data-driven decisions, outcome-driven, evidence-based insights that assist healthcare professionals to make informed clinical decisions.

## Big Data Hadoop

With technologies such as Hadoop, it is now more feasible to store trillions of unstructured data sets and ensures that parallel data processing remains unconstrained. It also helps address numerous medical imaging tasks like parameter optimization for lung texture segmentation.

## Domain expertise in Radiology

With over a decade of experience in Teleradiology, we aim to ensure that patients get nothing less than the best with respect to radiology reporting. Our AI-powered technology ensures faster diagnosis, smoother collaboration, and better outcomes.





## Our Strengths

HaiLTH utilizes AI and cloud-computing technologies to interpret medical images and clinical data, aiding doctors with comprehensive diagnostic support. Our expertise is as follows:

- **Augmented case diagnosis and management**
- **Unhindered access to qualified radiologists and annotated imaging solutions**
- **Improved patient and staff experience**
- **Reduced costs and liabilities**

## Our Objectives

- **Establish Parallel eco-system for tele-radiology process in the Reading nodal point**
- **Value addition to Productivity & Output in terms of accuracy & reading speed**
- **Value based reporting will be the key beneficial aspect**
- **Access to global live database about related possible case studies for comparison purpose for better reporting**
- **Establish Highly effective support during emergency situations in reading any image of a critical patient**
- **Enhance the efficiency in terms of spotting pathology in the images**

# Quality Policy

HaiLTH provides high-quality software-as-a-service to radiologists with a commitment to meet and, when possible, exceed applicable regulatory, statutory, and quality requirements to improve patient care.

We aim to continuously improve products and services as more advanced technologies become available through our Quality Management System framework. Our mission is to develop products to help healthcare professionals measure, detect, track, and triage anomalies in radiological images to diagnose anomalies faster, more accurately, and more safely.

HaiLTH strives to maintain the effectiveness of products through regular reviews of in-house models, using benchmarking datasets and radiology services for continued suitability, improvement, and to implement Quality Policy throughout the organization. This helps ensure that all HaiLTH Team Member understand and fulfil the commitments made in support of sustaining aspired standards of care.

# Our Initiatives

## Automation in Diagnosis

**Solutions**

High efficiency is among the most important arguments in favor of automation. With automated processes implemented, analyses can be easily carried out in significantly less time and with a high volume of specimens. Resources can be used more efficiently and error-free test results are likely to be available faster.

Using traditional machine deep learning algorithms, we are in the process of automating diagnosis systems for some specific use cases. This technology is not a replacement for radiologists but it enables radiologists to be more efficient in ensuring that errors don't occur while reading the images.



### Benefits

#### Improved illness identification

HaiLTH will benefit from AI, ML models and content-based image retrieval (CBIR). This will help identify labelled images that appear visually similar to a patient's case, reducing the time between a patient visiting a clinic and receiving feedback to get the condition treated.

#### Enhanced treatment personalization

HaiLTH aims to leverage machine learning to offer consumers customized treatment plans. The algorithm uses information from a huge database which reportedly includes case studies and customer reviews.

## Maximized clinical and productivity benefits

The massive growth of computational power has led to a significant increase in the amount and granularity of stored digital medical data. HaiLTH seeks to use AI to analyse the large volume of this data to deliver more meaningful and actionable insights to transform how healthcare is delivered.

## Bolstered speed, power, and comfort of MRI

By applying to this problem ML-based image analysis, HaiLTH's solution strives to cut down both the time needed for MRI examinations but also ensures the quality and quality of data provided.

## Increased safety and accuracy for PET Scans

Besides diagnosis, medical imaging techniques like PET scanning are gradually becoming imperative to evaluate patients' responses to treatments like cancer. Early response and evaluation are essential for treatments like chemo or radiation therapies.

# Our Products

## Early Detection of Tuberculosis Using X-ray

Every year, 10 million people fall ill with tuberculosis (TB). Despite being a curable and preventable disease, about 1.5 million people die from it every year, making it the world's top infectious killer. Per WHO, about half of all people with TB can be found in 8 countries: **Bangladesh, China, India, Indonesia, Nigeria, Pakistan, Philippines, and South Africa.** The lack of qualified physicians needed to interpret every chest x-ray in a timely manner inevitably results in reporting delay

Here's where RAD365 leverages HaiLTH's capabilities to automate the image interpretation process.



1

Capturing chest radiograph and instantly forwarding it to our AI agent for its reading

2

AI agent gets into action in

**Segregating 100% positive case** – indicating signs on not only classical primary pulmonary TB but also any atypical manifestation  
**Segregating 100% negative cases** – Those less than 100% positive in other words, displaying no signs of the disease

3

Generating one-pager report and transferring it with the specific highlight of the affected lung area image

4

Our AI agent will be moving 100% positive images up the queue for our panel of trained radiologists for further detail reporting

5

In continuation to the one-pager report, a consolidated Radiology Report by the Teleradiology platform follows to aid the physician in his treatment decisions

## Detection of Brain Bleeds using CT Scans

HailTH's Intracranial Haemorrhage (ICH) algorithm automatically detects suspected brain bleeds based on CTs. This tool constantly provides timely detection of people at high risk of brain bleeding events anytime, anywhere. The algorithm comprises a unique neural network architecture specifically developed to identify intracranial haemorrhage.

### Five Steps to Spontaneous ICH Management

- 1 Reading the CT scan report by the AI agent
- 2 Detecting – brain bleed/no brain bleed
- 3 Generating a one-pager report generated and transferred with a specific highlight of the bleed area image
- 4 Starting treatment immediately in case of a brain bleed
- 5 Following up by RAD365's proprietary emergency Teleradiology report in 15 mins

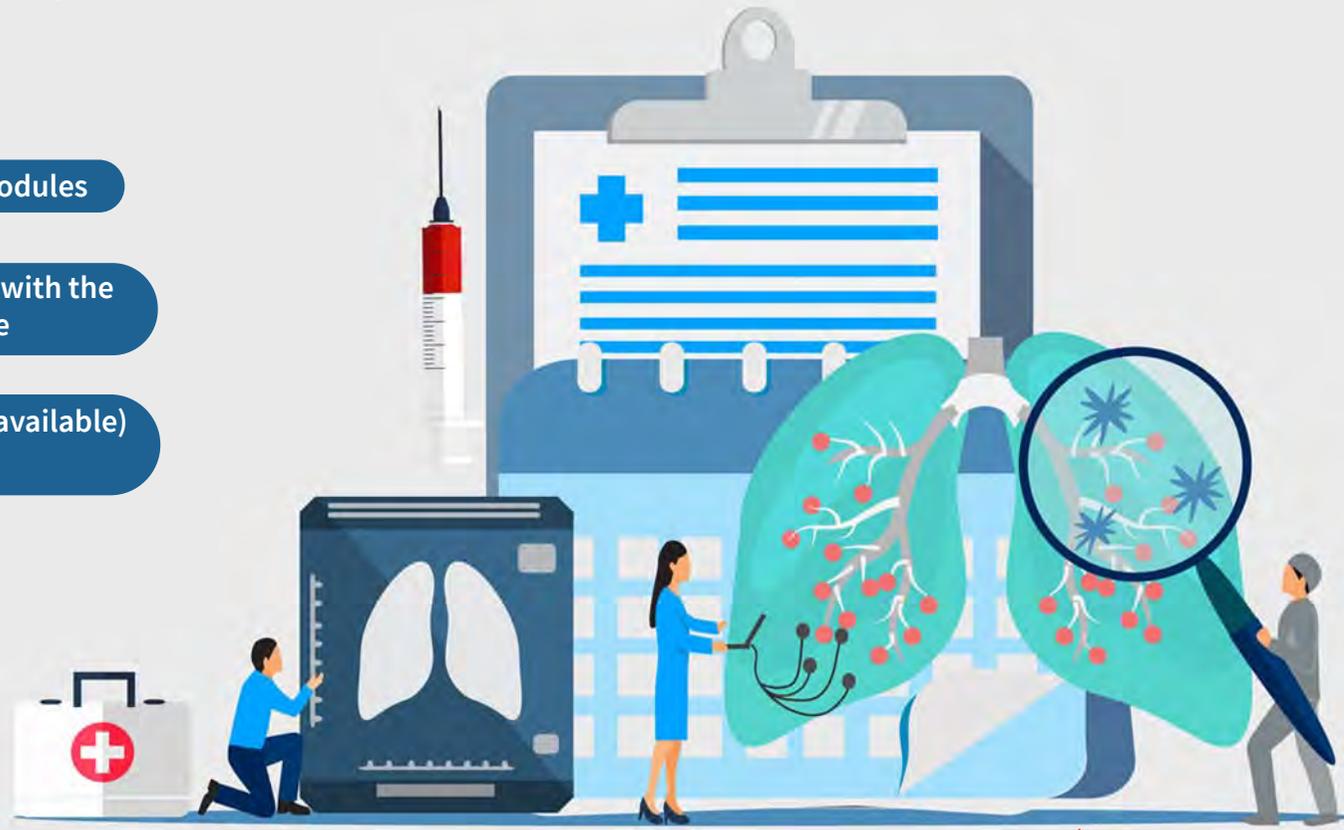


## Detection of Sub Millimetre Lung Nodules using X-ray and CT Scans

HaILTH's fully automated, real-time solution is designed to assist radiologists in the detection of sub-millimetre pulmonary nodules during the review of X-rays and CT examinations anytime, anywhere. It is intended to alert radiologists regarding regions of interest (ROI) that may have initially been overlooked. Detection of sub-millimetre lung nodules using X-ray and CT Scans operates on a novel automated pulmonary nodule detection framework with an intuitive convolutional neural network (CNN).

### Four Steps to Detection and Management of Sub Millimetre Lung Nodules

- 1** Reading the CT scan report by the AI agent
- 2** Detecting the presence of sub-millimetre lung nodules
- 3** Generating one-pager report and transferring it with the specific highlight of the affected lung area image
- 4** Generating the report of old CT scan or X-ray (if available) for denoting the change in the status of nodules



## Detection of Cancer in Brain Tumor using MRI Scans

HaiLTH's smart clinical practice algorithm identifies suspected tumors in the brain from MRIs anytime, anywhere. The solution leverages neuronal networks to immediately assess and clinically validate the therapeutic responses of brain tumors based on MRI in a fully automated and standardized way.

### Diagnosis: Four Steps for Moving from Fear to Action

- 1** Loading MRI scans and MRI spectroscopy data
- 2** Reading by the AI agent
- 3** Generating alert in case of an abnormal finding
- 4** Following up by RAD 365's proprietary tool

Time is key for brain cancer patients. Keeping this in mind, HaiLTH's smart solution has been designed on the RAD 365 technology infrastructure to offer results that are both qualitatively and quantitatively different from what is available.



**Internet of  
Health Things  
(IoHT)**

One by one, medical systems are becoming more interconnected specifically, increasing efforts are put into enhancing examination and diagnosis processes to enable precise and well-timed decisions. This is key to ensuring appropriate delivery of care and predictable patient outcome.

Among others, the Internet of Health Things (IoHT) comes into play in the form of smart medical devices and wearables, with the ability to collect varied patient-generated health data, also offering preliminary diagnosis options.

In radiology, the goal of the IoHT is to support health specialists by bringing in comfortable and safe work conditions and help them manage patient flow.



Our solutions in this domain include the following:

- Developing deep learning algorithms for detection and segmentation of radiology images
- Managing devices and implementing machine learning and AI algorithms to create alerts for emergencies
- Leveraging connected health to integrate the following nodes:
  - Service layer
  - Device Management
  - Last Mile Care

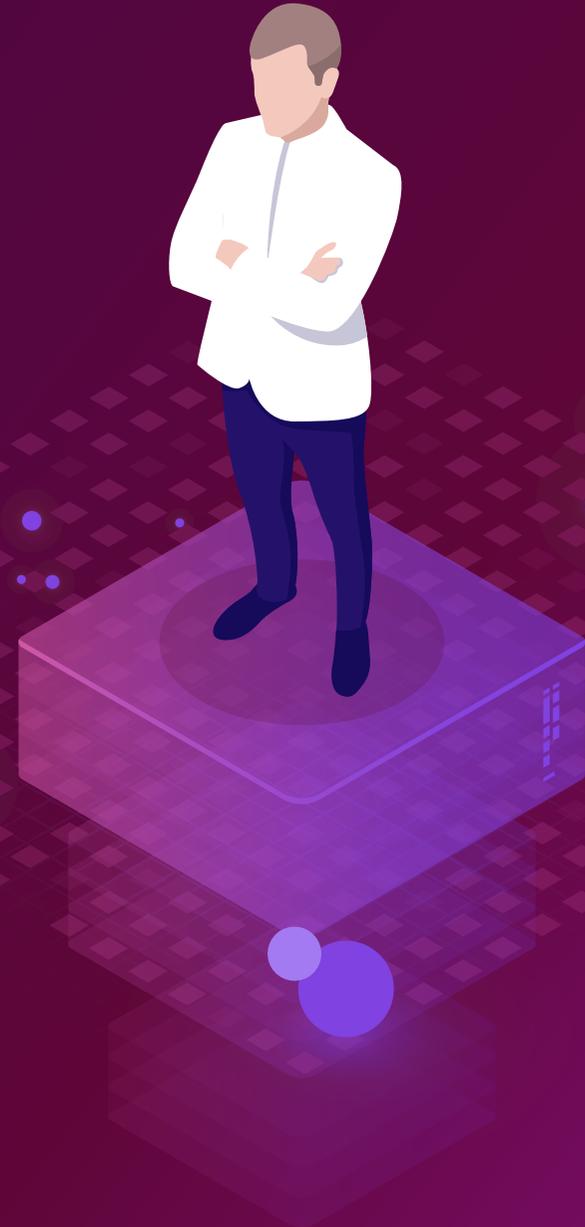
## Benefits

Monitoring the 10 Vital signs of a human 24x7 at a minimal reduced cost

Effective pro-active monitoring of health indicators

Leveraging preventive analytics, e.g. Preventing an impending heart-attack

Instantaneous updating of health condition 24x7 to a patient's care giver & family



# Healthcare Technologies

## Our Team

We are a team of 20, with an average experience of 10 years in respective functional domains that includes healthcare (Teleradiology, process workflow, and billing), hospitality, discrete manufacturing, and retail. The senior members of the team have experience of more than 25 years. Our team has the proven ability to provide targeted end-to-end solutions that create value in terms of constituting the required technology framework that supports the client's business objectives.

### Core Strengths

Besides holding a master's degree in computer science and applications or business administration, members of our talent pool have Microsoft Developer Certification and QAI certification in quality control.

Every team member focuses on collaboration and that entails treating our clients as partners. We listen to their needs, challenges, and perspectives, enabling us to brainstorm solutions and deliver them to our clients.

We help clients to adopt solutions optimized per the company size and culture. Our detail-oriented approaches to meeting client expectations make us different. The support that we provide during downtimes helps retain our clients' faith.

Thus, by adopting a two-way communication and flexible methodology, we develop and deliver the appropriate solution at the client site.



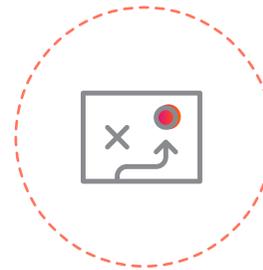
## Quality Assurance

Software quality assurance forms an integral part of our production process from conceptualization, requirements analysis, software design, coding, code reviews, source code control/software configuration management, software testing, release management, and product integration.

We define parameters to maintain functional and performance requirements, documented standards to ensure quality end-users desire. Quality assurance is organized into activities, goals, commitments, measurements, and verifications.



## What Makes Us Different



### Agility and Process Transparency

We follow an agile methodology in all our product development. Our smart architecture helps solve problems and gain a broader perspective of internal business processes.



### Superior Consulting And Advisory Team

Ours is a team of quality-focused domain experts who provide end-to-end support throughout the life cycle of a project.



### Layered Approach And Smart Assessment

Applications are developed in integrated modules to enhance efficiency. From design to integration, the assessment team delivers the perfect end product solution deploying robust testing capabilities.



## Our Products

### Radiology Workflow Manager

With a smart radiology workflow manager, patients benefit from smooth, customized imaging workflow operations, resulting in reduced hassle and wait times. The mobile solution enables a paperless and versatile information exchange process, allowing efficient management of operations and increased patient interaction. Different users across departments will experience improved efficiency. For instance, from physicians to technologists and from departmental administrators to those managing the worklist. The advanced workflow automation substitutes time-consuming, error-prone, and manual processes. On the other hand, intuitive clinical workflows along with easy-to-use KPI and management reports help providers standardize the quality of care.

Some of the major benefits include the following:

- **Smarter workflow management tools for higher efficiency**
- **Auto-assigned cases with workflow optimizer**
- **New guided implementation tools**
- **Unique paperless, mobile workflows**
- **Capture patient information on mobile devices**
- **Easy access to relevant data, enterprise wide**
- **Enhanced serviceability through active server monitoring and system**

## Smart DICOM Router

Smart DICOM Router is a medical image routing application intended to be used at the different medical centers with the goal to route patient diagnostic images from different sources to different destinations based on DICOM tagging. The application can receive images through LAN and WAN; and sends the images via WAN. DICOM Router can accept images in the DICOM format from the different image generation sources such as modality machines. In addition, the application can accept DICOM images from any PACS server.

DICOM Router can be installed at the specific client locations, which may include hospitals, Imaging centers and diagnostic centers, etc. The application works with any DICOM-enabled device.

Now coming to the destination, DICOM Router can serve different PACS servers as its different destinations. A user would be able to add different destinations and can route DICOM images to different destinations based on pre-defined rules.

### Features

- **Custom Image Forwarding as per rules set**
- **Simultaneous receiving and sending of studies. Routing through multiple streams**
- **JPEG Lossless compression**
- **DICOM Echo to check availability of destinations**
- **Transfers about 150 images/minute when receiving from single source and destination**
- **Transferring images using TLS**

### What We Aim To Achieve

- **Manually stop and restart the study transfer process, both from your PC and the RAD365 DICOM Router mobile app**
- **Eliminate private tags to assure a seamless transfer**
- **Implement live image forwarding status, detailed success and failure logs, and email notifications for failed transfers**
- **Send and receive DICOM structured report objects and send reports via fax.**
- **The product thus improves patient experience with access to reports on multiple devices.**



## Peer Review – QA Portal

It is a quality assurance platform aimed at delivering error-free patient case report for the internal use of radiologists associated with a particular healthcare provider. Through this portal, the cases read by specific radiologists are randomly assigned to senior and more experienced radiologists of the organization for further supervision. Such a process minimizes discrepancies in patient reports and simultaneously assesses the performance of radiologists.



radical  
thinkers

Healthcare Communications

**RADical Thinkers** is a consortium of senior talent whose expertise lies in simplicity.

Being a telehealth solutions and technologies company for the past 12 years, we increasingly recognize the critical need for effective marketing and communications for our own as well as for our clients' brand awareness and visibility. Our team is our strength. The members have qualifications, including master's and bachelor's degrees in journalism, marketing management, and certifications in web development and design and digital marketing and communications. We believe, in the value of collaboration and create communities to bring alive collective collaboration. Our DNA brings with it a preemptive stance: we look ahead of the curve and find solutions before they are needed: helping brands stay relevant.

**STRATEGIC. INTEGRATED. INSIGHTFUL.**



## Branding

- Brand Strategy
- Brand Identity Media - name, logo, visuals and collaterals
- Brand Content – From the beginning to the end. And everything in between.
- Storytelling – Powerful, impactful ways to move the needle.

## Digital Marketing

- Social Media Management
- Website Content & Analytics
- SEO Analytics
- CMS
- Digital Asset Management
- Interactive Marketing
- Webinar
- Podcasts
- Bite-sized content – Slides / GIFs / Videos

## Content Creation

- Fact Sheets
- Brochures
- Presentations – PPTs
- Annual Reports
- Infographics
- E-Books
- Articles & Newsletters



## Podcast-Based Healthcare Marketing

Expert and recognized doctors talk about evidence-based strategies, tools, and techniques to effect healthier behaviors, including stress management, the value of exercise, eating healthy and nutrition, sleep and sleep apnea, and pre and post-surgery mentoring. Topics include, but are not limited to:

- Treating obesity
- Nutritional counselling
- Health and wellness coaching
- Interventions for sleep problems
- Impact of nutrition in cardiovascular disease
- Advise on vitamins and supplements
- Physical activity and brain health
- Leveraging lifestyle medicine to prevent and treat type 2 diabetes, hypertension, high cholesterol, depression, anxiety, osteoporosis, dementia, certain cancers, and sexual health issues





**RAD365**  
**CORE TEAM**



## Healthcare Technology

### **Dr. Sanjib Pal**

*Founder & President*

Dr. Sanjib Pal is an entrepreneur, innovator, and healthcare technology expert. He is a MBBS and Founder & President of RAD365. Dr. Pal is driven by

his vision to enable radiologists to deliver unparalleled patient care at scale. Dr. Pal comes with a great vision in healthcare technology which made him choose to be an entrepreneur in this segment. He gathered up the motivation solely based on his experience at handling entire operations involving Teleradiology both in India and 4 other countries and also in dealing with global healthcare clients in the United States, in his earlier roles as Head of Operations. He comes with a total experience of handling Healthcare Technology – Teleradiology business for over two decades now.

Technology Development & AI

**Aloke Dey**

*Chief Technology Officer*



Aloke is an Information Technology Professional and comes with a work experience spreading over 3 decades in software development. He possesses Project Management experience in onsite-offshore model for various organizations across countries like UK, USA, Canada, Middle East etc. for last 17 years. He has a strong background in functional and technical analysis of complex business processes, domain expertise being Finance, Taxation, Retail Management, E-Commerce and Healthcare. Aloke is a Postgraduate in Management and degree in Mathematics & Computer Science.

**Mriganka M. Chaudhuri**

*Chief Operating Officer*

Marketing & Communication



Mriganka is a recognized marketing professional. The COO at RAD365 has a history as a marketing & operations specialist in organizations across industries, including information technology (hardware/software), electronics, FMCG, and ITeS, and in applying advanced technology in new ways to solve challenges. Mriganka has managed top-notch national and international brands as the head of marketing, country manager, and associate VP prior to joining RAD365. In 25 years of experience, he has headed several marketing, sales and operational teams with teams comprising more than 1000 individuals. His expertise involves business operations, management, strategic business expansion, sales and marketing management, brand management, and team building.

## Nirendu Konar

*Chief Advisor (Artificial Intelligence)*

MTech from IIT Kharagpur and MBA from the University of Phoenix (USA), Mr. Nirendu Konar holds more than two decades of experience in the areas of enterprise security, business intelligence, and data science. His current interests lie in offering AI and machine learning (ML) solutions, especially focused on deep learning-based automated image interpretation to healthcare enterprises.

He is currently a faculty of data analytics and IT with ICFAI Business School, Kolkata. He has previously worked in companies such as SAIL R&D, India; Mastech South Africa; Alphasoft Services, the US; Cisco Systems in the US and the UK; and Wipro Technologies, India.

Technology Development & AI



## Dr. Tapan K. Biswas

*Chief Advisor (Healthcare Research)*

Dr. Tapan K. Biswas' passion lies in the conjoined intersection of technology, medicine, and research – as well as everything in between. He is currently spearheading the healthcare research wing in HaiLTH since 2019. Dr. Tapan K. Biswas passed MBBS in 1975 and obtained his DMRD degree from the Calcutta University in 1981, MD from the Ranchi University in 1983, and FRCP from the Royal College of Physicians, Edinburgh in 2014, and PhD from Jadavpur University in 2019. He was a research fellow in Royal North Shore Hospital, Sydney University, Australia; Chittaranjan National Cancer Institute, India; and Center for MR Spectroscopy and Women's Hospital, Harvard Medical School, the US. Dr. Tapan K. Biswas was previously working as an assistant professor in the radio diagnosis department in KPC Medical College, Kolkata.

Healthcare Research



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