



## FOR IMMEDIATE RELEASE

### TELERADIOLOGY AND TELEMEDICINE PIONEERS - BRENT BACKHAUS AND LORNA BACKHAUS JOIN USARAD HOLDINGS, INC. & SECONDDOPINIONS.COM®

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*Visionary leaders with proven business-building and innovation track record provide their expertise to bring the company to the next level*

**FORT LAUDERDALE, FLORIDA – October 1st, 2014** – USARAD Holdings Inc., a leading U.S. Joint Commission Accredited teleradiology and telemedicine solutions provider including its SecondOpinions.com® division, announced today that Brent J. Backhaus and Lorna J. Backhaus have joined its Executive Team as President & COO, and Chief Business Development Officer respectively.

Brent J. Backhaus, USARAD's new President and COO, is an MIT trained executive with over 25 years of progressively responsible experience in commercial-, medical- and government-focused technology companies. He has led business and technology development through successful startups, turnaround and growth modes and was the lead inventor of numerous radiology industry remote reading workflow patents. As the founding Chief Technology Officer of Virtual Radiologic Corporation (vrad.com), Brent initiated the concept, designed, coded, deployed and managed the company's technology platform, eventually building a team of 50 technical professionals. Over his four-year tenure, the company grew from 200 studies per month to 1,500,000 annual studies, eventually filing an S-1 for IPO in 2007, at which point the company was valued at about \$400,000,000.

Lorna J. Backhaus, USARAD Holdings Inc.'s new Chief Business Development Officer is responsible for the company's exponential growth and will oversee various marketing and sales campaigns as well as manage channel partnerships globally. Lorna brings her expertise to USARAD Holdings in identifying exceptional value propositions and skillfully creating an agile and entrepreneurial environment focused on achieving identified goals. Previously, Lorna served as a founding Chief Operating Officer of Virtual Radiologic Corporation (vrad.com), growing the company in four years from four employees and physicians to over 300, at which time the company filed an S-1 with assistance from Goldman Sachs and Merrill Lynch. Lorna attributes her success to her ability to identify opportunities for which she is passionate, driven by the enjoyment of "making a difference" in people's lives.

"With proven track records of leading business and technology development background, the Backhaus's are true visionaries in teleradiology and telemedicine," said Michael Yuz, MD, MBA, CEO and Founder of USARAD Holdings. "We are honored to have Lorna and Brent join our Executive Team – their combined hands-on skills and specialized talents in the growth and development of teleradiology and telemedicine is impressive and enormously valuable and will assure USARAD's durable sustainable advantage," said Yuz. "We look forward to continuing to move ahead into the future, serving our patients and providers as a capable, cutting-edge and committed team," he added.

**About USARAD Holdings Inc.:**

USARAD Holdings Inc. consists of two operating divisions – USARAD.com and Second Opinions.com®. USARAD.com (www.usarad.com) provides service for a variety of medical facilities in the U.S. and abroad offering a full range of sub-specialty and general radiology exam interpretation. With an existing national network of board-certified radiologists and advanced technology, as well as highly qualified staff USARAD.com possesses the infrastructure to offer services on a national level in all 50 states as well as abroad. Via its unique Radiology-On-Demand® platform, USARAD is committed to providing timely and responsive image review 24/7 using highly qualified specialists.

**About SecondOpinions.com:**

SecondOpinions.com® (www.secondopinions.com) is a medical consultation and second opinions leader providing second opinion consultation services to customers by board certified physicians in all medical specialties. SecondOpinions.com® provides services to individual consumers and also contracts with insurance companies, corporations and medical centers of excellence. SecondOpinions.com provides patients, physicians and other consumers with expert opinions from all medical specialists and subspecialists. End users upload digital images (MRI, CT etc.) to a HIPAA regulated, secure, confidential platform and receive a report within hours. In addition, doctors in virtually every medical specialty are on standby to provide consultations via phone or video chat.

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**News & Events:**

SecondOpinions.com / USARAD Holdings Inc will exhibit at RSNA in Chicago Nov 30<sup>th</sup> – Dec 5<sup>th</sup>.  
(Booths 3577 & 3576)

Fall 2014: The company will be featured on the national daytime educational TV shows as well as Fox Business and Bloomberg news with exposure of 500,000,000 million households globally.