Bayer HealthCare Acquires Radimetrics Inc.

Bayer HealthCare has announced a buyout of Toronto-based healthcare software company Radimetrics Inc., which has introduced software to accurately measure a patient's radiation exposure over the course of multiple imaging procedures. The software, eXposure™, is also a very powerful quality assurance and improvement platform that includes the ability to define and manage scanner protocols.

"This is a strategic acquisition as Bayer moves its Radiology & Interventional business forward to be the end-to-end provider of products, solutions and service for the radiology customer," said Alan Main, Head of Bayer HealthCare's Medical Care division.

Founded in 2009, Radimetrics' flagship product, eXposure, integrates with existing imaging and patient information technology storage systems (i.e., PACS/RIS(1)) to provide a single system for tracking patient radiation exposure across imaging modalities. eXposure is used in many commercial hospital groups and other medical delivery organisations in North America and a growing number in Europe.

According to Alan Main, "Bayer Healthcare's Radiology & Interventional is well positioned as a leader in the industry to accelerate broad market adoption of eXposure to new customers who are looking for ways to better leverage technology and improve radiation dose monitoring accuracy. The combined strengths of our informatics platforms will drive future innovative customer solutions."

Gregory Couch, President and founder of Radimetrics, said, "Today's agreement is a new chapter in a great alliance which began earlier this year. Radimetrics has been committed to developing innovative software that focuses on patient safety, quality and productivity in medical imaging. We feel that Bayer Radiology & Interventional is well positioned to continue this commitment and I'm excited to join the organisation and work to make this happen."

Published on : Thu, 6 Dec 2012