

For Immediate *Release*

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(Note: Individuals will be available for interview today, Thursday, December 20, at Morehead Memorial Hospital. Please contact Elizabeth to arrange an interview.)

Morehead Memorial Hospital Announces New Radiology Partnership

(Eden, N.C., December 20, 2007) — Morehead Memorial Hospital announces a new partnership to provide radiology services at the hospital beginning at 6 p.m. on Friday, December 21, 2007. Through the partnership with Greensboro Radiology and Charlotte Radiology, the hospital will continue to provide radiology services locally but can now rely on the expertise of more than 100 fellowship-trained doctors.

“We’re continually striving to provide the highest level of expertise and care for our patients, and this new partnership with these two excellent radiology practices will help us accomplish this goal,” said Bob Ender, CEO of Morehead. “Greensboro Radiology and Charlotte Radiology will allow us to expand and strengthen our radiology services to this community.”

Radiology services will be provided by local doctors, supported by the doctors of Greensboro and Charlotte Radiology. The partnership will eventually allow the hospital to provide more specialty services, such as additional interventional radiology services and neuroradiology scans that previously meant a patient traveling to Greensboro or another location.

“Through this new partnership, patients at Morehead Memorial Hospital will be served by a number of experts in the radiology field,” said Dr. John Strong, President of Greensboro Radiology and Interim Medical Director for radiology services at Morehead. “By using secure information technology, we will be able to provide our patients at Morehead with a more robust cache of services, delivered by physicians based in Charlotte or Greensboro, in addition to services provided onsite.”

Supporting local hospitals with radiology services is not new to either Greensboro Radiology or Charlotte Radiology. Both groups have independent, similar agreements at a number of locations, including the Carolinas Health System in the Charlotte Metro area and the Moses Cone Health System in Greensboro, as well as several smaller hospitals and a number of outpatient radiology centers. However, this partnership of sharing services for the hospital is the first of its kind between the two groups.

“Across the nation, smaller hospital radiology groups are being challenged in their ability to provide the increasing level of 24/7 service and subspecialization being sought in today’s

practice environment,” said Dr. Arl Van Moore, Jr., President of Charlotte Radiology and Chair of the Board of Chancellors of the American College of Radiology. “There are also challenges in recruiting new physicians and budgeting constraints in providing the latest imaging technology. By collaborating with large, established, highly subspecialized radiology groups, smaller hospitals and their radiology groups can provide a breadth of services to their patients not otherwise possible.”

About Morehead Memorial Hospital: Morehead Memorial Hospital is a not-for-profit community hospital located on a 22-acre campus in Eden, NC. It is licensed for 108 acute-care beds and 134 long-term care beds. The main campus is home to inpatient and day hospital services, a state-of-the-art emergency department, a birthing center, a nursing center, a cancer treatment center, a wound care center and three office buildings for physicians. The hospital has 55 active medical staff, as well as a consulting staff of 35.

About Greensboro Radiology: Greensboro Radiology is the Piedmont Triad’s premier provider of medical diagnostic imaging services and interventional radiology practices in inpatient and outpatient settings. The 41 physicians of Greensboro Radiology are experienced, board certified and specialty-trained. The group provides radiology services to the Moses Cone Hospital System in Greensboro, Annie Penn Hospital in Reidsville, Chatham Hospital and Randolph Hospital.

About Charlotte Radiology: Founded in 1967, Charlotte Radiology sees more than 750,000 patients annually throughout the metro-Charlotte area and the surrounding counties in both North and South Carolina. The group of more than 60 radiologists provides radiology services through 10 hospitals including the Carolinas' Healthcare System facilities.

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