

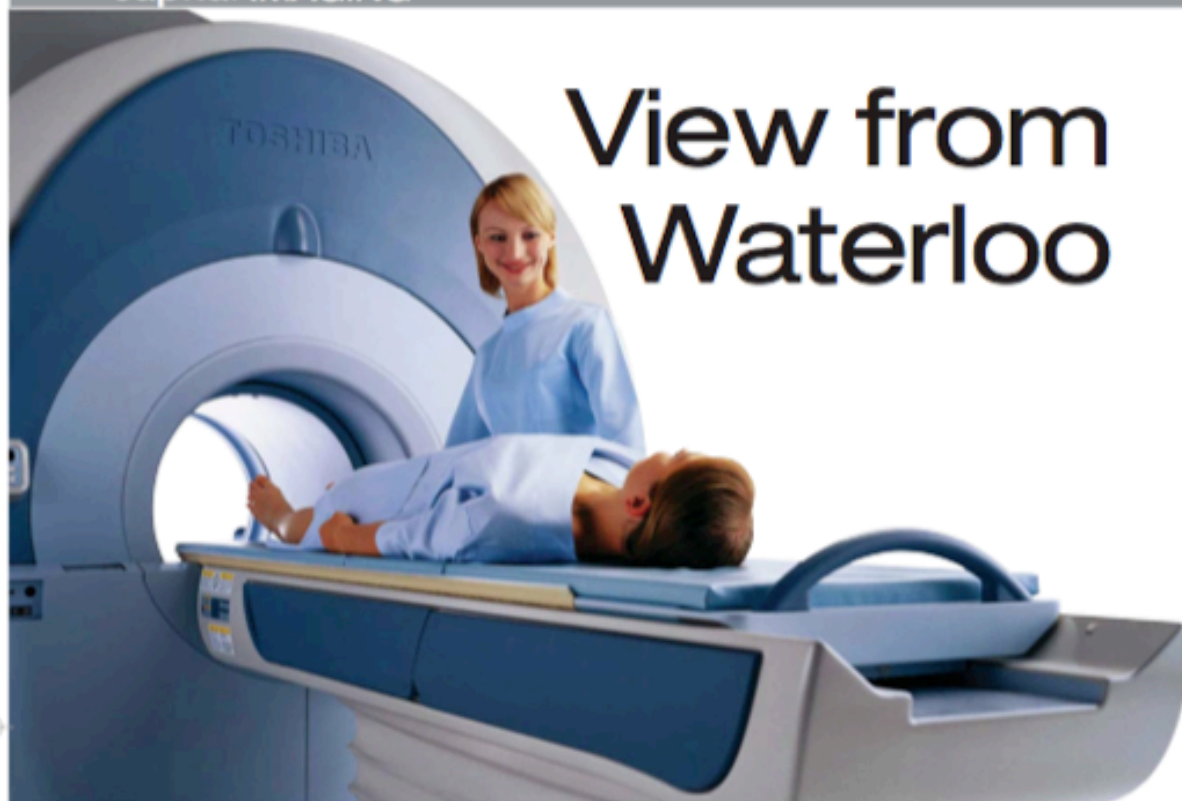
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View from Waterloo

Marcus J Freed has his head tested and speaks to CEO Patrick Carter about this new patient-centered diagnostic imaging service

"This is a new solution to an old problem. Until now, MRI scans have been expensive, largely inaccessible to the general public, and results can take up to six months through the NHS. All of that is about to change".

Patrick Carter is the CEO of Vista Diagnostics, who are revolutionising the field of Magnetic Resonance Imaging. Their new service provides MRI scanning and reporting at an affordable price for the domestic market.

"We are providing a tool that will enable doctors to provide a better service to their patients," explains Patrick. "People can now skip long NHS queues, Doctors can make referrals for fast and accurate results, everyone can save money, Vista Diagnostics is about saving lives and empowering doctors to do their job more effectively."

Patrick speaks with a warm confidence that is genuinely refreshing when it comes to new products in the healthcare market.

The first of their newly-imported Toshiba Exelart XGV High machines sits in their new MRI Centre directly opposite Waterloo

Station, I decided to give it a try myself - it never hurts for a journalist to have a brain scan once in a while.

The experience was pleasant and surprisingly relaxing. This was a far cry from the old rattle-and-hum MRI monsters that made you feel like you're being squeezed inside a washing machine on an 80-degree spin cycle while five steel bands drummed away.

The Vista experience was completely different, made good on their promise of a 90% sound reduction. The 65cm tunnel is 15cm wider than the old MRI standard and the magnet is 30cm shorter than the larger 'rustic' anaestors, bringing welcome relief to claustrophobics.

"We want to make doctors aware that patients who are frustrated with waiting for an NHS appointment can now access an affordable self-funded MRI scan," explains Carter.

Refusing to blindly accept anybody's sales pitch, I decide to make a couple of calls and test the £250 price on a Vista Diagnostics scan.

The Radiology department at the Royal Free charge £800 for a one-part scan, with a further £250 for contrast. Their results on a standard NHS scan can take up to six months and there was little consolation when I discovered that 'urgent' NHS test results routinely take up to two months! Bushey Bupa didn't fare much better, with £480 for a one-part scan, although their gracious receptionist did offer me an appointment within 48 hours.

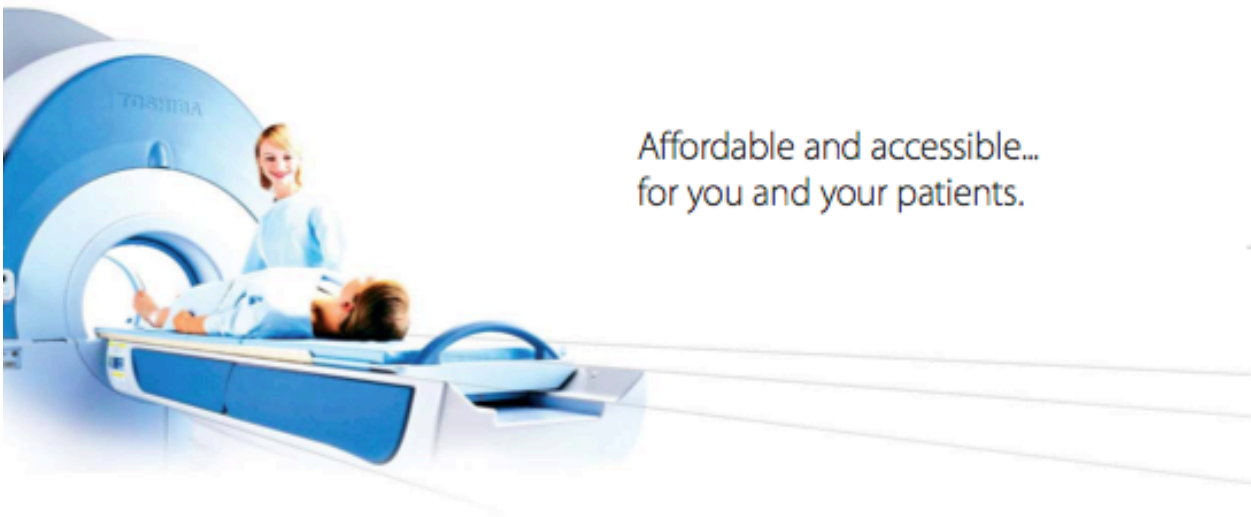
The Vista centre at Waterloo is open 12 hours a day and 7 days a week, with the option for immediate appointments. All reports will be issued within 24 hours and every scan is reported by an NHS affiliated Radiologist.

The figures speak for themselves, with a Vista saving of £230 to £550 per scan, and new machines that have been a resounding success in the USA.

"Here's something for the mantelpiece". Patrick smiled, handing me the pictures of my scan. There is a healthy brain in there after all. Phew. No need to see the Wizard of Oz.



Take a different view of MRI scanning.



Affordable and accessible...
for you and your patients.

The Vista Advantage

At Vista's new MRI centre, you'll get the premier service you've come to rely on from the very best of both NHS and private provision. Leading edge technology, run by experienced professionals, provides accurate diagnostics and top level patient care for all.

With Vista, results are returned within a day, not weeks or months. What's more, at prices starting at £250, for the first time, MRI scanning is within reach of even the tightest budgets. All of which means streamlined healthcare management for you, and rapid reassurance for your patients.

Never before have such powerful and accurate diagnostics been accessible to so many for so little.

Leading edge technology

A first for the UK, Vista is using the latest Toshiba ExelART Vantage XGV High scanner. Topping recent user surveys in the US, these machines feature wider and shorter tunnels and Toshiba's Pianissimo "quiet scan" technology, resulting in a 90% noise reduction—an ideal solution for larger, anxious or claustrophobic patients.

Timely and reliable reporting

Vista reports are ready within 24 hours and every scan is reported by an NHS affiliated Radiologist with relevant sub-specialty experience. Patients have a choice of convenient appointments at our Waterloo centre which is open 14 hours a day and 7 days a week. Immediate appointments are available. Call us on 0845 450 3559 for more information or if you'd like to attend our launch event on November 21st.

