



Helping Our Customers Achieve Success: RISLinQ™

RISLinQ can help streamline even the most complex business environments to help customers achieve success.



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IBA MOLECULAR

FALL 2009

Leading the Future of Molecular Imaging

Browse our new website to find out
how we are leading the future at
www.iba-worldwide.com

Make a Difference
Education Learning
Series 02

Save Time, Increase
Efficiency with IBA's
Online Ordering 02

IBA and APOSENSE
Collaborate 02

Helping Our
Customers Achieve
Success 03

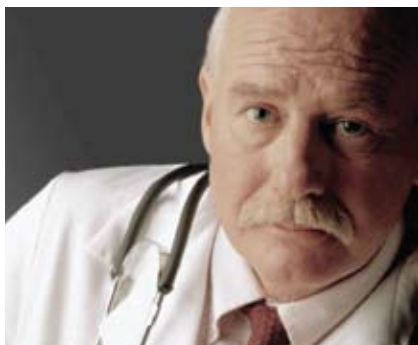
Making an Impact
with Industry
Partnerships 03

Meeting Our Mission
To Protect Enhance &
Save Lives 03

Call to Action 04

Events and Meetings 04

Make a Difference Education Learning Series



IBA Molecular's Educational Learning Series (ELS) is an interactive, dynamic PET education series customized to the needs of PET imaging professionals and physicians.

Designed exclusively for IBA Molecular's customers, your staff and your referring physicians, Make a Difference ELS ensures the appropriate utilization of PET imaging in the community. The vision of this program is to provide education to key personnel and to develop comprehensive relationships with the medical community and referring audience through the successful implementation of the following goals:

- Achieving a comprehensive understanding of PET principles, technology and utilization by PET facility personnel
- Developing a high level of confidence in PET technology among the referring physicians, based on published data and best practices
- Driving appropriate referrals to ensure PET has an impact on patient outcomes

As a part of our ELS for our customers, we conduct webinars focused on PET for various types of cancer. We start with an educational symposium for our customers' marketers, teaching them about how PET can be used for that particular disease and how they can educate their physicians with our educational tools. We follow up with an additional webinar with similar information presented from a clinical perspective for the referring physicians. Below is our upcoming ELS schedule:

Breast Campaign
Clinical Focus
Date : October 28, 2009
Time: 3:00 pm, EST

Reimbursement Update
Date : December 16, 2009
Time: 3:00 pm, EST



Save Time, Increase Efficiency with IBA's Online Ordering

Ordering time sensitive PET radiopharmaceuticals currently requires imaging providers to complete several manual processes. To eliminate some of these steps, IBA Molecular has introduced a fully automated, web-based ordering system designed exclusively for PET radiopharmaceuticals called eDose Connect™, a Pinestar Technology, Inc. product.

With eDose Connect, IBA Molecular's customers can increase efficiency, save time and effort, and confirm and track their daily orders from any online computer. While eDose Connect is now available in specific regions of the United States, the utilization of eDose Connect is conditional in some states and is dependent on the state's specific regulations which govern e-prescribing.

IBA and APOSENSE® Collaborate to Commercialize APOSENSE ML-10

IBA & Aposense announced on September 21, 2009 an exclusive collaboration agreement for commercializing Aposense® [18F]-ML-10, Aposense's novel agent for molecular imaging of apoptosis. [18F]-ML-10 is a small molecule radiotracer which allows the imaging of apoptosis, a fundamental biological process of controlled cell death, from the early stages of the death process. This strategic collaboration confirms IBA's leadership in radiopharmaceuticals, Aposense's drug



development capabilities and our shared mission to provide the new generation of tracers that will take disease diagnostic and treatment to the next level.

Meeting > Our Mission To Protect Enhance & Save Lives



SUPPORTING OPERATION HOMEFRONT

The IBA Molecular employees in Dulles, VA teamed together to donate school supplies for the Operation Homefront Backpack Brigade.

Operation Homefront's chapters lend a hand to military families by assisting their children to prepare for the upcoming school year. This year alone, the chapters will distribute over 10,000 stuffed backpacks.

Our corporate mission is to protect, enhance and save lives. We do this continually via the delivery of radiopharmaceuticals used to diagnose and stage disease. We also look for important opportunities to meet our mission beyond our daily work. We understand the challenges that arise for military families around the world and found the Backpack Brigade to be a great opportunity for us to extend our assistance.

Making an > Impact with Industry Partnerships



IBA Molecular's mission is to Protect, Enhance and Save Lives. To truly accomplish our mission, we reach out to the PET industry to share our time and talents as we work toward a bright future for molecular medicine. We demonstrate a strong commitment to the industry because we believe that we all must work together to gain the human advantage in the fight against disease.

HIGHLIGHT:

AMI'S INSTITUTE FOR MOLECULAR TECHNOLOGIES & IBA

The Institute for Molecular Technologies (IMT), an integral council of the Academy of Molecular Imaging (AMI), focuses on issues of industry-wide concern: federal support for molecular imaging, including evidence development, appropriate coverage and reimbursement for clinical molecular imaging techniques, public relations, technical training, and education for imaging professionals, referring physicians and the general public.

To show our commitment to the efforts of the AMI and IMT, Anwer Rizvi, President of IBA Molecular, currently serves as an active participant of the IMT Steering Committee and Michelle Ernsdorff, VP of Marketing and Jaime Florez, Director of Sales of IBA Molecular currently serve as members of the IMT Education Working Group.



Helping Our ^ Customers Achieve Success: RISLinQ

RISLinQ, a product of PETLinQ, LLC licensed by IBA Molecular, is a flexible and easy-to-use, web-enabled radiology information system (RIS) that facilitates management solutions that can be tailored to the size and needs of any imaging environment. With features that help increase patient throughput and workflow productivity, RISLinQ can help streamline even the most complex business environments to improve efficiency, simplify processes, increase profitability and maximize reimbursement.

RISLinQ has been successfully implemented into many customer sites across the US. Want to learn more about how it has helped our customers achieve success? Logon to our website www.iba-molecular.com to download our new white paper: RISLinQ Streamlines Outpatient Imaging Business Operations





Call to Action: Encourage Your Patients to Tell Us Their Story!

Everyday in the PET imaging world, we all encounter courageous people who are fighting cancer. This year, IBA Molecular would like to celebrate the lives of several of these brave people.

We are looking for great stories about an individual's journey with cancer and how PET imaging has been or is being used in their care.

We are accepting story submissions October 1, 2009 through December 1, 2009.

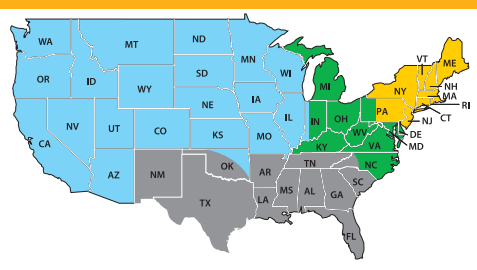
We will choose the stories of several courageous people and feature them in 2010.

If you know someone who has a courageous story to tell, or you are that someone, please logon to the getaPETscan website it learn how to submit your story!

To learn more, visit:



getaPETscan.com



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Events and Meetings

Are you attending the following trade shows and meetings? If so, please stop by and visit us at our booth to learn about how we can help you achieve success and impact patient lives.

November

6-7
Greater NY / New England
Chapter of SNM – Fall Meeting
Rye Brook, NY

7-8
Central Chapter of SNM –
Fall Meeting
Columbus, OH

29 – Dec 4
RSNA Annual Convention
Chicago, IL

Congratulations to the Somerset, New Jersey Pharmacy for receiving the Certificate of Environmental Stewardship from the State of New Jersey for measures taken to improve the environment.

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