

KLAS Klarification[®]

Re: NOVARAD

This notification is a clarification or correction of the public use of KLAS data where the use of KLAS data was unclear, partial or incorrect.

Today's Date: August 30, 2005

Who: NOVARAD

What: NOVAPACS

When: July, August 2005 Issue

Where: Ad published in *Imaging Technology News*

Data Claim: Ad appearing in the July, August 2005 issue of *Imaging Technology News* states that NOVAPACS is “#1 KLAS rated for cost of PACS”, followed by a #1 claim for eight KLAS performance indicators.

Data Klarification:

1. KLAS did not rate the costs of vendor products in the PACS – Community & Diagnostic Imaging Center Settings 2004 Report referenced, nor has it to date rated the cost of vendor products in any report. KLAS did, however, provide pricing information and related commentary as reported by providers.
2. KLAS does not assign numerical rankings to individual performance indicators; it identifies who is scoring the highest in each and in the indicators mentioned in the ad, NovaPACS either scored the highest or shared the highest score with another vendor.
3. This is not an accurate or clear reflection of the report data, and as stated in the data use policy, *KLAS will not approve the combination of KLAS Data with wording that does not specifically and accurately represent the data or its intent.* (KLAS Data Use Policy, article #13).

Data Restatement:

1. *Omit all references to claims of a “#1 KLAS Rating”.*
2. *Re-title ad to read “NovaPACS Rated Highest” for KLAS performance parameters: Quality of Custom Work; 3rd Party Product Works with Vendor Product; Proactive Service; Implementation within Budget/Cost; Keeps All Promises; and Timely Enhancement Releases.*
3. *NovaPACS shared the lead with Philips in: Avoids Nickel-and-Diming and A Fair Contract.*