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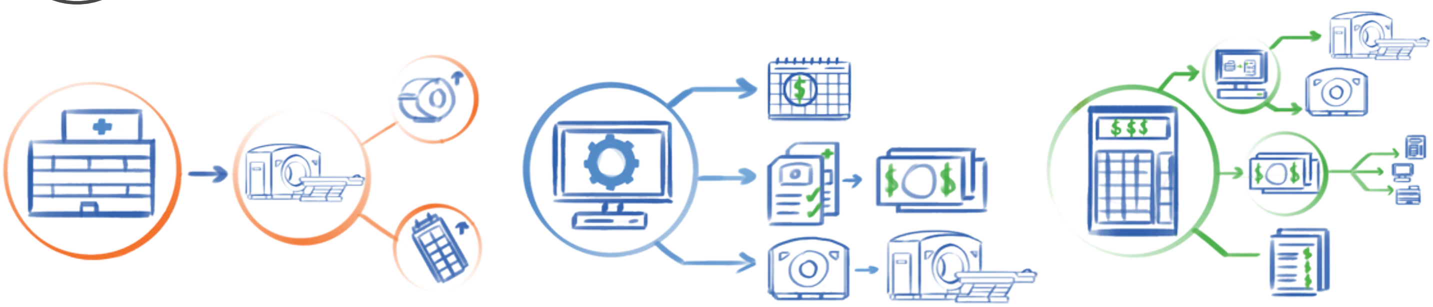
THE STRATEGIC VALUE OF LEASING IN A DYNAMIC HEALTHCARE ENVIRONMENT



BE READY TO ACT TODAY AND ADAPT TOMORROW

Technology is moving well over a hundred miles an hour. Take women's health as an example. If you compare today's mammogram technology with technology that is four years old, that new technology's ability to find atypical cells is significantly more advanced. Healthcare systems using four-year-old technology have a much greater chance of missing something, allowing the disease more time to progress. It impacts the patient experience, disease outcome and increases the cost of treatment.

The industry as a whole is rapidly changing as it absorbs the effects of innovations in technology and its applications, industry consolidations and changes brought on by the Affordable Care Act. In the past, we would have said it may not make sense to lease all of your technology. That's typically not the case anymore. As technology continues to improve at faster and faster rates the window to flip assets shrinks. The less prepared you are to act, the greater the impact on your patient experience and outcomes will be. It's brought the buy vs. lease conversation into the spotlight.

Where there is uncertainty, there is risk, and right now the uncertainty is around demand, reimbursement and technology. As a result, a lot of interest has been shown in risk sharing models, and flexibility has become an important buzzword in the healthcare finance community. The important questions become, "If demand shifts will you share some of the risk with me?" or "If there are cuts to reimbursements will you adjust with it?" Because we have a vested interest in the healthcare industry as a whole, for us, the answer is "Yes."

CLINICAL

Technological competitiveness is at the heart of the clinical value in the buy vs. lease conversation. In such a rapidly changing environment, leasing is what keeps healthcare systems from getting stuck with upside-down or clinically obsolete assets and keeps them at the forefront of clinically powerful technologies.

Have access to the latest clinical technologies

Keep technology current with upgrades and add-ons

OPERATIONAL

To us, leasing is about utilization. Healthcare systems need to utilize equipment to provide the best possible solutions for their patient base and overall operations. They don't necessarily need to own it. Leasing provides them the legroom to distribute and adjust physical assets to better align expenses with revenue despite changes in patient volume and flow.

Pay for the technology you need, where and when you need it

Match cash outflows with project benefits

Intelligent management of install base with scalable deployment

FINANCIAL

Leasing is what will give you flexibility in your financial strategy. It provides you with a partner that takes on the risk of your clinical and operational decisions and gives you greater control over managing your technology. The acquisition of most equipment proves to be more cost effective when leased vs. paying cash over a five-year term, particularly in this environment of price compression and considering the time value of money.

Flexibility to manage assets to accommodate industry changes

Deploy capital where it has the greatest impact

Balance sheet management

As a dedicated healthcare finance company, leasing takes on a whole different meaning because we truly have a vested interest in healthcare. When dealing with a bank or an independent third party, it's a transaction based on a math equation. For us, it's about building a relationship. We aren't here to see how much money we can make by leasing you equipment. Our goal is to optimize our customers' use of their equipment, provide them with clinical solutions to meet their objectives and ensure that they are happy with what we deliver.

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