



KONICA MINOLTA

**Contact:**

Katie Toomey

KNB Communications

315-529-3947

[www.konicaminolta.com/medicalusa](http://www.konicaminolta.com/medicalusa)

**FOR IMMEDIATE RELEASE**

## **Konica Minolta Publishes Educational Paper to Support Orthopedic Practice Transition to Digital**

Wayne, NJ, JUNE 8, 2016 (AAOE Booth #701) – Konica Minolta announced today the publication of a technical paper to help orthopedic practices transition from Computed Radiography (CR) to Digital Radiography (DR) in light of expected reimbursement penalties for CR users over the next several years. The federal Consolidated Appropriations Act of 2016, or the Omnibus Bill, includes a number of health-related provisions including a reduction in Medicare payments for imaging exams performed on analog X-ray and CR equipment. As key decision-makers from the American Association of Orthopaedic Executives (AAOE) meet June 9-12 in San Francisco, they're seeking knowledge and advice regarding legislative changes and how IT solutions can drive efficiency.

"With the recent passage of the Omnibus Bill, orthopedic practices that are using analog and CR technology have the opportunity to seamlessly transition to DR for greater efficiency with major financial incentives to do so," said Guillermo Sander, Senior Strategic Marketing Manager, The Americas for Konica Minolta.

"The educational guide from Konica Minolta can help orthopedic executives navigate the challenging waters of reimbursement changes and technology transitions."

Orthopedic executives in San Francisco for the AAOE conference will discuss the consequences that declining reimbursements and increasing costs will have on their practices, with analog technology users most impacted. Provisions of the Omnibus Bill include a 20 percent reduction in the technical component reimbursement associated with film X-rays beginning next year, and technical component reimbursement for

imaging services that rely CR will be incrementally reduced by seven percent each year starting in 2018. With additional penalties planned starting in 2023.

Through the bill, the government intends to encourage orthopedic and other practices to make the transition to digital technology. Some practices, however, are deterred by misconceptions about costliness. The new educational paper from Konica Minolta highlights various options for DR retrofitting, leasing equipment, and details how the technology itself enables numerous practice benefits including:

- Faster imaging and greater time efficiency
- Greater clarity and diagnostic speed
- Improved workflow and efficiency
- Competitive differentiation in the marketplace, and
- Overall lower cost of ownership

“The passing of the Consolidated Appropriations Act of 2016 makes it very challenging for CR users to maintain their current levels of profitability,” explains Sander. “Our Omnibus campaign educates managers and practice staff about the reimbursement changes ahead, the return on investment DR delivers, suggestions for throughput improvements, and how DR-transitioned practices are achieving their outcome goals.”

Visit Konica Minolta at AAOE at booth 701 for information on the Omnibus Bill and the company’s current DR, PACS and Ultrasound offerings. You can also download the Konica Minolta blue paper here: <http://www.konicaminolta.com/medicalusa/omnibus-information/>

## **About Konica Minolta Medical Imaging**

Konica Minolta Medical Imaging is a world-class provider and market leader in medical diagnostic primary imaging. With over 75 years of endless innovation, Konica Minolta is globally recognized as a leader providing cutting-edge technologies and comprehensive support aimed at providing real solutions to meet customer's needs. Konica Minolta Medical Imaging, headquartered in Wayne, NJ, is a unit of Konica Minolta, Inc. (TSE: 4902). For more information on Konica Minolta Primary Imaging Solutions, please visit [www.konicaminolta.com/medicalusa](http://www.konicaminolta.com/medicalusa).

### **Konica Minolta Medical Imaging**

*411 Newark Pompton Turnpike; Wayne, NJ 07470 1-800-934-1034*

<b>Company name</b>	KONICA MINOLTA, INC.
<b>Headquarters</b>	JP TOWER, 2-7-2 Marunouchi, Chiyoda-ku, Tokyo, Japan
<b>Founded</b>	December 1936
<b>FY 2015 Revenue</b>	\$8.6 Billion
<b>Number of employees</b>	Approx. 41,600 (2015)
<b>Business Lines</b>	The Konica Minolta Group operates in sectors ranging from business technologies, where our products are typified by MFPs (multi-functional peripherals), and Industrial Business (former Optics Business), where our products include pickup lenses for optical disks, and TAC film, a key material used in LCD panels, to healthcare, where we make digital X-ray diagnostic imaging systems.