



True North Consulting & Associates Inc.
Providing new directions in healthcare technology solutions.

FOR IMMEDIATE RELEASE

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Bill Brodie to head clinical research and product development at TNC.

September 5, 2008 - Thomas Hough, President of TNC is pleased to announce that Mr. Bill Brodie has joined TNC as head of clinical research and product development.

"We are lucky to have someone of Bill's background and expertise join TNC. Bill's extensive experience in hospital administration and DI management, will compliment our team of DI thought leaders as TNC continues to help healthcare facilities deal with accountability and performance monitoring issues that are so crucial in today's DI working environment," said Mr. Hough.

Bill's work experience within Diagnostic Imaging management began in 1981 at the Royal Victoria Hospital in Montreal followed by DI management positions at the Montreal Neurological Hospital and the Montreal General Hospital and most recently as Director of DI for Halton Healthcare in Oakville, Ontario. Bill has been a certified DI Technologist since 1972, obtained a Bachelor of Science and a certificate in Health and Social Services Management from McGill University and an MBA from Concordia University.

Throughout his career, Bill has been heavily involved in the Canadian Association of Medical Radiation Technologists, serving on many committees and the Board of Directors and then as President in 1995 and 1996. He is proud to be of service to the profession and continues to be involved in the CAMRT and the Ontario Association of Radiology Managers as well as being a sought-after conference speaker both within Canada and Internationally.

About True North Consulting & Associates Inc.

Insightful thinking and Best Practice Methodologies have made TNC a trusted partner within the Diagnostic Imaging community. As an independent third-party consultancy, TNC has gained a reputation for enabling healthcare facilities to attain their key strategic initiatives in less time, with lower cost and less risk – providing them with a much faster return on their investment. TNC's consortium of clinical, commercial and DI subject matter experts provide strategic consultation, change management and pragmatic implementation, focusing on accelerating operational efficiencies through new directions in healthcare technology solutions.