



Paradigm Diagnostics

NEWS RELEASE

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PERTH, AUSTRALIA

Australian Innovators Advance Medical Diagnostics Software For Global Markets

Paradigm Diagnostics Optimises MEDEX Applications For 24x7 Digital Management

Paradigm Diagnostics, developer of MEDEX - an advanced decision-support application for computer-aided medical diagnosis - has chosen Optimiser's Digital Management solution to handle its real-time software protection and electronic distribution requirements. The two digital pioneers, Paradigm having spun-off from the University of Western Australia and Optimiser a WAITTA 2004 Innovation Award finalist, will create Paradigm's digitally-managed eChannel for delivering state-of-the-art medical diagnostics software, updates and 24x7 access to medics around the globe.

The partnership signifies a leap forward in capabilities for supplying the medical fraternity with computer-aided diagnostic tools by helping ensure that certain applications are only used, and advice only given, by appropriately qualified and authorised individuals. Optimiser's Digital Management service is unique in being able to authenticate users, validate application usage and manage real-time information updates for loading into diagnostic systems, all at the same time.

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"Paradigm Diagnostics has a suite of applications that needs to be supplied under different scenarios according to what they individually do, how they are used, who uses them and where," said Professor Stuart Bunt, founder and CEO of Paradigm, inventor of the MEDEX engine and Professorial Fellow at the University of Western Australia's School of Anatomy and Human Biology. "Optimiser's Digital Management solution is the only system we have found that can support the many sales models and features we need.

"We also have an extra duty of care when providing solutions to health practitioners across different continents. Each has to meet different data privacy and professional liability obligations to both patients and various authorities. Optimiser's Digital Management system allows us to create user agreements specifically to meet our users' - and our - varied reporting requirements in different jurisdictions."

Paradigm Diagnostics' patented MEDEX engine is an automated, self-learning diagnostic engine that distills current medical knowledge and the latest available research to guide clinicians to real-time, scientifically-based diagnoses for appropriate follow-up. Tested first to diagnose ophthalmological conditions in one of the UK's leading teaching hospitals, the MEDEX range of diagnostic applications now extends to:

- BioSafe - for biological and chemical warfare agents and their symptoms.
- Optex - for ophthalmic conditions
- Pedex - for podiatry
- STDex - for sexually transmitted diseases

"A key differentiator of Optimiser's approach to Digital Management is the dynamic, real-time contracting capabilities which both vendors and customers use to manage their digital trading relationships with each other," said Paul Williams, Optimiser's Marketing Director. "Paradigm Diagnostics has recognised this simple, but essential, quality of our solution which will provide it with a unique advantage in carving out a position for itself in the online medical software sector."

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Paradigm Diagnostics is a research intensive company specialising in the development of integrated medical computing solutions. Through its association with the University of Western Australia, it has the advantage of a unique combination of medical, anatomical, design, education and information technology resources to develop specialist bio-medical software in a new and rapidly expanding market. The company links researchers, programmers and clinicians together to produce integrated commercial packages for medical case management and diagnosis.

Optimiser has developed the Digital Management Zone - or DMZ, a platform-independent, Web-based service for enabling, managing, securing and billing application and content sales in real-time. The core of its successful Digital Management solution is a unique Authoritative Metadata Engine and its ability to provide metadata and metrics for driving Enterprise and Management Information systems. Assessed by BT Exact, Optimiser's approach has been cited as "completely unique and original".

This release can also be seen at

www.optimiser.com/news
www.paradigm.uwa.edu.au

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