

Magellan Launches New Website and Apps to Help Consumers Track Radiation Exposure from Diagnostic Imaging

Radiation Calculator tools available online and for Apple mobile devices

AVON, Conn.--(BUSINESS WIRE)-- Scientific advances in diagnostic imaging have provided Americans with more tools than ever to help physicians look inside some of the body's most confounding health conditions. While diagnostic imaging is an invaluable tool for identifying and treating many illnesses, consumers must work with their physicians to identify the most appropriate imaging options that limit unnecessary exposure to radiation. With advancements in imaging tests and increased utilization, Americans are now being exposed to almost seven times more radiation from medical devices than they were in 1980¹, making it increasingly important for consumers to play a role in monitoring their radiation exposure.

National Imaging Associates (NIA), a subsidiary of Magellan Health Services (NASDAQ: MGLN), announced today the launch of their online Radiation Calculator and apps for iPhone®, iPod touch® and iPad®. These new tools are designed to help consumers calculate and track radiation exposure from medical imaging and to provide the information to make well-informed decisions that limit unnecessary exposure. The online tool can be found at www.RadiationCalculator.com and the free app can be downloaded from [Apple's App Store™](#).

"With the rapid advancements in imaging and increasing utilization beyond the traditional radiology department, tools like the Radiation Calculator are essential and empower patients to have a conversation with their physicians about all of their options for arriving at a diagnosis," said Michael Pentecost, MD, associate chief medical officer at NIA.

Consumers who use the Radiation Calculator tools can easily input their age, gender, types of imaging tests they've experienced, and the area of the body for each test and receive an estimate of their radiation exposure. The calculator also provides comparisons to help users provide context for their results: consumers can compare their own radiation exposure to the average for their age group or other real-world situations such as the radiation exposure of a cross-country flight or annual natural exposure.

"Radiation safety is our first concern, and the Radiation Calculator tools reflect our commitment to ensuring consumers have a way to measure and understand radiation exposure," said Tina Blasi, chief executive officer of NIA. "Radiation Calculator reflects our continued commitment to patient safety and clinical excellence in supporting our providers, consumers and health plan customers."

Exposure to radiation can affect people differently, depending on age and overall health as well as the intensity, location and duration of the exposure, which is why it is important to use the Radiation Calculator or app as a guide and discuss the results with a physician. The Radiation Calculator tools were developed using industry and internationally recognized references, and provide general benchmarks for the age range and diagnostic imaging studies entered. The application offers results that are easy to understand for consumers.

A Facebook app version of the Radiation Calculator is planned for release in the near future.

Users of the Radiation Calculator tools are reminded that the information presented is not to be construed as medical advice, nor should it be a substitute for a consultation with a qualified physician.

For more information, visit www.RadiationCalculator.com.

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About Magellan Health Services: Headquartered in Avon, Conn., Magellan Health Services, Inc. is a leading specialty health care management organization with expertise in managing behavioral health, radiology and specialty pharmaceuticals, as well as public sector pharmacy benefits programs. Magellan delivers innovative solutions to improve quality outcomes and optimize the cost of care for those we serve. Magellan's customers include health plans, employers and government agencies, serving approximately 31.3 million members in our behavioral health business, 18.9 million members in our radiology benefits management segment, and five million members in our medical pharmacy management product. In addition, the specialty pharmaceutical segment serves 41 health plans and several pharmaceutical manufacturers and state Medicaid programs. The company's Medicaid Administration segment serves 25 states and the District of Columbia. For more information, visit www.MagellanHealth.com.

¹American College of Radiology White Paper on Radiation Dose in Medicine, Journal of the American College of

Radiology, 2007; 4:272-284.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6824440&lang=en>

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