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Imaging the World

Press Release

Global health non-profit Imaging the World names Monica Parikh Executive Director

Bellevue, WA January 10, 2012: Imaging the World, a non-profit global health organization headquartered in the Seattle area, is pleased to announce the recent appointment of Monica Parikh to the position of Executive Director. Ms. Parikh moves into the position following the departure of close friend and former colleague Andrea Newton, ITW's first Executive Director.

Following 20 years in the institutional investment arena in economic research, portfolio management, marketing and client relations, Parikh returns to the not-for-profit sector. In her new role, Parikh brings with her a passion for public service, following many years as an active volunteer and board member for a variety of charitable educational and community organizations. A Seattle native, Parikh received a Bachelor of Public Administration degree at Seattle University, and conducted graduate studies at the Evans School of Public Affairs at the University of Washington. She began her professional career with the Los Angeles County Public Employees Retirement System, followed by 16 years with Kennedy Associates Real Estate Counsel in Seattle (now Bentall Kennedy), later joining German-owned investment bank Metzler North America as Director of Research. Parikh will lead fundraising, grant management and program oversight, guiding ITW to fulfill its potential through her expertise in strategic thinking, revenue generation and corporate mission fulfillment.

Imaging the World (ITW) is changing global medicine through a revolutionary concept integrating technology, training and community to bring medical expertise and high quality health care to remote and under-served areas worldwide. ITW's innovative, low-cost technology-based solution makes it possible for minimally trained frontline healthcare workers to capture ultrasound images by sweeping the transducer across the body area of interest. An integrated compression and transmission system compresses the image file and sends it over a low bandwidth connection (typically a cell phone connection), via the internet, to a secure server where it can be accessed by medical experts anywhere

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in the world. Experts view the images and transmit their findings as a text message to a cell phone back to the rural health clinics. This idea is unconventional in that it enables expert medical diagnosis anywhere there is a cell phone signal. For more information, visit www.imagingtheworld.org or call 888-503-6070.