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**FOR IMMEDIATE RELEASE**

**ACIST Medical Systems Honored for Delivering  
'World-Class' Customer Service**

*Receives Omega's prestigious NorthFace ScoreBoard Award<sup>SM</sup> for second consecutive year.*

**EDEN PRAIRIE, Minn.; May 19, 2011** – ACIST Medical Systems, Inc., a leading provider of contrast delivery systems for cardiology and radiology imaging, announced today that, for the second consecutive year, it has received the [NorthFace ScoreBoard Award<sup>SM</sup>](#) from [Omega Management Group Corp.](#) in recognition of its excellence in customer service and support in 2010. Since 2000, the award has been presented annually to companies who, as rated solely by their own customers, achieved excellence in customer satisfaction during the prior calendar year. Omega is an expert in customer experience management (CEM) strategy, and helps companies boost revenue and profits by consistently exceeding customer expectations for service quality.

“The NorthFace ScoreBoard Award recognizes organizations who not only offer exemplary customer service, but who also center their existence on a deep commitment to exceeding customer expectations,” said John Alexander Maraganis, president & CEO of Omega. “In 2010, more than 250 projects, many international in scope, were judged from 37 companies based in the U.S. and abroad. The majority of companies are repeat recipients, which shows that, despite the tough economy, implementing a CEM strategy is a reliable, proven way to achieve business success.”

“Our organization’s vision is centered on understanding our customer needs and delivering beyond their expectations,” stated Tom Morizio, president and chief operating officer for ACIST. “ACIST Medical Systems is committed to delivering advanced medical solutions to improve diagnosis and therapy for the best patient care possible. This care continues with building long-term customer relationships by delivering and exceeding service expectations. The NorthFace ScoreBoard Award is an honor and testimony to our commitment to customer service excellence.”

Omega’s methodology measures customer satisfaction and loyalty levels on a 5-point scale four times during the year in such categories as technical support, field service, customer service and account management. The 22 NorthFace ScoreBoard Award recipients are companies who, based solely on survey responses from their own customers, achieved a 4.0 or above out of a possible 5.0.

“Due to its unique ‘customer-only vote’ criteria, the NorthFace ScoreBoard Award has been viewed from its inception as the only objective benchmark for excellence in customer service,” Maraganis said. “Our research indicates that companies that consistently achieve a 4.0 rating or above, which we call the ‘Loyalty Zone,’ are succeeding in locking in profitable, long-term customer relationships, and this significantly raises the bar on their competitors.” Omega formally presented the award to recipients during ceremonies on April 28 at its [SCORE Conference 2011](#), held at the Boston’s Seaport Hotel from April 27-29.

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### **About ACIST Medical Systems**

ACIST Medical Systems, a Bracco Group company, is a pioneer and market leader of advanced contrast imaging system technology in the fields of cardiology and radiology, with a global clinical presence in over 40 countries. Over 2,200 advanced, variable-rate contrast injection systems developed for cardiology clinicians are in use worldwide, about half of which are in the United States. Over seven million patients have benefited from a cardiovascular angiography procedure using an ACIST contrast injection system. ACIST Medical Systems directly employs more than 220 people worldwide, with the majority located at its corporate headquarters in Eden Prairie, Minn. Two other regional offices, in Europe and Asia, further coordinate local sales and system activities. ([www.acist.com](http://www.acist.com))

### **About the Bracco Group**

Bracco is an international Group, founded in 1927, active in the healthcare sector through Bracco Imaging (diagnostic imaging), Pharma (prescription and over the counter drugs), ACIST Medical Systems (medical devices and advanced imaging agents injection systems based in Minneapolis, USA) and the Centro Diagnostico Italiano diagnostic clinic in Milan. It has more than 2,800 employees and annual total consolidated revenues of over one billion Euro. The Group operates in 90 Countries worldwide. The controlled company Bracco Imaging is one of the key innovators in diagnostic imaging. It has reached this position also through the acquisition of highly scientific and technological value companies in the USA and Canada. ([www.bracco.com](http://www.bracco.com))

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