

What are imaging centers saying about MRUpdate?

Imaging centers that use Magnetic Resonance Update are pleased with their results. Here's what they're saying:

- ✓ We can't always get face time with the doctors we visit, but with MRUpdate we can drop off an educational newsletter that **targets the referring physician and reinforces our brand at the same time.**

Brooke Dugas, Marketing Director, Advanced MRI, Lake Charles, Louisiana

- ✓ **Magnetic Resonance Update is really great for general practitioners.** One of my referring doctors went to Ireland, came back and called me to make sure he would still have MRU.

Gary Duehring, PhD, MRI Diagnostic Center of Michigan

- ✓ **MRUpdate gives me a valid reason to visit the doctors regularly.** I even prepare a quick summary in my mind in case they ask me about it. I wouldn't be without it.

Ryan McCay, Physician Relations, PDI Diagnostics, Marietta, OH

- ✓ **We are very pleased with MRUpdate,** the sales staff was terrific in helping to ensure the publication became tailor made for our facility. It is an excellent marketing tool as well as very educational. We Love it.

Phyllis Phillips, Radiology Director, Kings Mountain Hospital, KM, NC

- ✓ **MR Update has become a value tool for us...** The variety of topics allows our reps to individually address the specific capabilities of their systems and their target markets...We feel MR Update differentiates us from our competitors and increases the value of our marketing efforts.

Suzanne Martin, VP Sales and Marketing, InSight Health Services

- ✓ I conducted a survey to the physicians receiving the Magnetic Resonance Update to see if they would like to remain on our mailing list. The result of the survey was overwhelming. Approximately **85% wished to remain on the list to continue to receive the Magnetic Resonance Update.**

Kathleen A. Masland, Marketing Mgr, Magnetic Imaging, Mechanicsburg, PA

- ✓ Great educational and marketing tool...**helps our customers keep current with imaging news.**

Theohare Kapellakis, Marketing Manager, AHC, Bedford, NH

- ✓ MRUpdate is a very educational tool for our referring physicians. **It is something they can keep and refer to often;** it answers many questions without them having to turn on the computer.

Carolyn Scifo, Marketing Manager, Robert D. Russo MD, Shelton, CT