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FOR IMMEDIATE RELEASE

**THE MARKETECH GROUP CEO CHRISTIAN RENAUDIN
FEATURED IN RT IMAGE MAGAZINE
ImagePRO Panel Highlighted in *RT Image* Interview**

Davis, California, April 23, 2009 – Dr. Christian Renaudin, the CEO of The MarkeTech Group, (TMTG) (www.themarketechgroup.com), was interviewed this month by *RT Image* Magazine, a popular publication targeted to radiology professionals.

“[A Conversation With Christian Renaudin](#),” highlights TMTG’s innovative creation of “imagePRO” the first longitudinal panel of over 600 US-hospital based imaging directors and managers. During the interview, Dr. Renaudin answered a series of probing questions by Editor Jane Kollmer regarding the creation, function and purpose of the imagePRO Panel.

“I am delighted to participate in an interview which draws attention to the imagePRO panel,” said Dr. Renaudin. “The panel is a tremendous resource to the entire medical imaging community. We created imagePRO based on the ACNielsen model for TV ratings. I regard the panel as the “AC Nielsen” of the imaging world as it provides market calibrated Voice-of-Customer (VOC) data in a very time and cost effective manner. As many imaging product decisions shift towards administrators in medical imaging, we thought it was time to give a formal voice to radiology administrators. If an imaging solution vendor wants high quality VOC marketing research, there is no equivalent to imagePRO in the market.”

The imagePRO panel membership represents an estimated 25% of the nation’s hospital diagnostic imaging purchasing power. The quality of this new opt-in panel is fully ensured as each panel member is subject to a strict enrollment policy and a clear bilateral code of ethics. Manufacturers and service providers in the imaging industry can now utilize the expertise of imagePRO to acquire powerful VOC feedback.

“The MarkeTech Group has an impressive track record in medical imaging research,” said Steve Weiss, the current Chairman of Medical Tactile, former CEO of Lumisys (sold to Kodak in 2000) and co-founder of ADAC Laboratories (sold to Philips Healthcare in 2000) and Virtual Imaging, Inc. “When I was part of Lumisys, I used TMTG for several key studies including for the creation of AuntMinnie.com. They clearly have the expertise to manage a panel of this caliber and I like the fact that smaller companies can finally access quality market studies.”

About The MarkeTech Group, LLC:

TMTG, (www.themarketechgroup.com) a CASRO certified, international marketing research and consulting firm focusing exclusively on medical technology since 1996, is the leading ad hoc Voice-of-Customer (VOC) solution provider in medical imaging. With offices in the US, EU and now Latin America, TMTG combines deep clinical knowledge and marketing research expertise to produce findings that allow its client to make critical business decisions quickly and confidently.

If you would like more information about this topic, or to schedule an interview with Dr. Renaudin, please contact Heidi Hessler at 530/792-8400 ext. 303, or email Heidi at hhessler@themarketechgroup.com.