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FOR IMMEDIATE RELEASE

**THE MARKETECH GROUP CEO CHRISTIAN RENAUDIN
PROVIDES INSIGHT INTO CARDIAC IMAGING TRENDS FOR 2010
CPT reimbursements predicted to stimulate sales of higher slice cardiac CT scanners**

Davis, CA, February 25, 2010 – Christian Renaudin, D.V.M., Ph.D., the CEO of The MarkeTech Group (TMTG) (www.themarketechgroup.com) spoke with *Diagnostic and Invasive Cardiology* to discuss upcoming trends in cardiac CT imaging relative to MRI and SPECT systems, and to highlight recent advances in the fields of echocardiography and angiography.

After facing a tough market in 2009, Renaudin predicts an increase in the sales of CT scanners over the next year as a result of the American Medical Association's decision to offer four new Category 1 CPT codes for cardiac CT. These codes provide a universal insurance billing capability that will open the door for additional reimbursement in 2010.

"The lack of cardiac CT reimbursement has been a major issue holding back the modality," Dr. Renaudin said, commenting that MRI and cardiac CT are modalities that have not been well valued by payers.

The increased use of CT scanners, Renaudin predicts, is also likely to boost the use of 128 and 256-slice scanners which have been shown to reduce procedure times and also improve image resolution. Although insufficient studies have been made to conclude the higher-slice's diagnostic advantages over the traditional 64-slice, Renaudin affirms that the trend toward reducing patient exposure to radiation is met with faster, higher-slice CT scanners.

Renaudin also touched on the relative strengths and advantages of SPECT compared to MRI imaging, and predicted that cardiac SPECT imaging will continue to be used over the next decade, despite some opinions that it would be replaced by cardiac MRI.

The full interview with Dr. Renaudin can be found online at the Diagnostic and Invasive Cardiology website at www.dicardiology.net/node/35248.

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 hhessler@themarketechgroup.com.