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THE MARKETECH GROUP LAUNCHES *voicePRO*[™]

Davis, CA, April 30, 2010 – The MarkeTech Group (www.themarketechgroup.com) recently launched *voicePRO*[™], an online educational series featuring a forum of clinical Key Opinion Leaders, created as a resource for imaging professionals to explore relevant topics in imaging.

Imaging professionals can download the *voicePRO*[™] podcast to enrich their understanding of current issues and earn optional CE credits upon completion of the session. “We designed *voicePRO*[™] to address the educational needs of our 600 *imagePRO*[™] panel members as well as the 6,000 AHRA members,” said Christian Renaudin, Ph.D., CEO of The MarkeTech Group.

“*VoicePRO*[™] fulfills an unmet need on topics ranked by *imagePRO*[™] members and we expect the *voicePRO*[™] series to quickly become a go-to source of timely and relevant information for imaging professionals.”

“*VoicePRO*[™] is a fascinating forum from an educational perspective, said Edward Cronin, CEO of the Association for Medical Imaging Management, (AHRA) “it represents an opportunity for AHRA members to gain guidance and applicable information from well respected industry leaders.”

The first *voicePRO*[™] series examines the popular topic of imaging equipment clinical obsolescence. The first *voicePRO*[™] session focuses on Nuclear Imaging (SPECT/CT vs. PET/CT) and includes nuclear legends Dr. Ed Coleman from Duke University, Dr. Barry Siegel from the Mallinckrodt Institute of Radiology, and Dr. Richard Wahl from Johns Hopkins University. *ImagePRO*[™] advisory member, Mr. Bob Marcos, Director of Imaging at Hoag Memorial Hospital, represents the administrative director voice.

“This dilemma, of determining when imaging technology becomes obsolescent, is an issue for everyone - from small, rural hospitals to large academic medical centers,” Dr. Coleman said. “There is always a dilemma in considering what equipment is still practical and functional, and what equipment gets replaced.”

In the podcast, the panel discusses how to define imaging obsolescence and sub-standard imaging, and addresses the factors that contribute to obsolescence in SPECT and PET/CT cameras. Upcoming *voicePRO*[™] editions will highlight similar issues, including technology obsolescence with CT, Ultrasound and MRI equipment.

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.