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**THE MARKETECH GROUP CEO CHRISTIAN RENAUDIN
FEATURED IN RT IMAGE MAGAZINE
Future of ultrasound highlighted in *rt image* interview**

Davis, California, October 16, 2009 – Christian Renaudin, D.V.M., Ph.D., the CEO of The MarkeTech Group (TMTG) (www.themarketechgroup.com) was featured in this month's edition of *rt image* magazine, a popular publication targeted to radiology professionals.

The article, entitled "[A Conversation with Christian Renaudin: Ultrasound the New Gatekeeper in Healthcare?](#)" examines the appeal and potential drawbacks of ultrasound and gives a new perspective on what lies on the horizon for ultrasound utilization. Calling ultrasound the new gatekeeper in healthcare, Dr. Renaudin describes ultrasound as a flexible and evolving modality.

"There is a significant probability that evidence-based medicine and recommended guidelines will restrict the use of expensive tests and will require massive adoption of first-line affordable tests. So ultrasound, because of its low cost and its safety profile, is a very strong candidate to become the universal gatekeeper," Dr. Renaudin said. "Also, ultrasound could become part of the patient physical exam. The miniaturization and affordability of ultrasound gets us closer to this vision."

Dr. Renaudin is the founder of The MarkeTech Group, and is internationally known for both his scientific research in cardiac imaging as well as his consulting work in medical imaging with global Fortune 500 companies. Dr. Renaudin has been interviewed extensively this year by multiple publications seeking the perspective that his unique position in the industry affords.

"We make an effort to cover ultrasound as it's a really useful and accessible modality and Dr. Renaudin's perspective on the future of ultrasound imaging is fascinating," Stephanie Twining, Managing Editor of *rt image* magazine said. "I think his insight will interest not only ultrasonographers, but all of our readers, from the vendors to the radiology department managers."

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 The MarkeTech Group at 530/792-8400.