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**THE MARKETECH GROUP CEO CHRISTIAN RENAUDIN DISCUSSES  
KEY DIAGNOSTIC IMAGING MARKET TRENDS AT RSNA 2009  
Focus Placed on Breast Imaging Technology and New Interventional Solutions**

**Chicago, Illinois, January 29, 2010** – Christian Renaudin, D.V.M., Ph.D., the CEO of The MarkeTech Group (TMTG) ([www.themarketechgroup.com](http://www.themarketechgroup.com)) spoke with Imaging Technology News, (ITN) at the Radiological Society of North America's (RSNA)'s 2009 Annual Conference and discussed new trends and advances in medical imaging, specifically pertaining to the areas of breast imaging and interventional radiology. The video of the interview is posted on [ITN's website](#).

As an internationally recognized marketing research consultant in the medical technology industry, Renaudin discussed several emerging trends that will provide an increased level of procedural support to radiologists. While discussing the advances in interventional solutions, Renaudin attributed the recent development of the C-arm and cath lab technologies to major improvements in the reconstruction of visual 3-D imaging. "The C-arm allows you to overlay the 3-D acquired X-ray image to visually guide the surgeon or interventionalist's procedure," Renaudin said. "In the area of cath lab, we see reconstructions almost in real-time."

In predicting trends in breast imaging technology, Renaudin acknowledges the likelihood of future expansion within all modalities in the imaging market as vendors begin to focus more specifically on the application of dedicated breast imaging systems.

"In breast imaging, we don't see new technologies per-se; every modality is technology ready for breast imaging" Renaudin said. "Vendors are just focusing specifically on this application, so we see more and more dedicated systems, whether it's PET, SPECT or MRI, but also X-ray and some other modalities. I think next year will be a very high growth market for breast imaging."

Renaudin also encouraged RSNA attendees to inquire into some of the lesser advertised solutions available at vendor booths, and to "do their homework" to discover newer technologies that can fit an individual or company-specific need.

In a separate interview conducted by Imaging Technology News just prior to RSNA, Renaudin offered extensive insight into what lies ahead for the diagnostic imaging market in 2010. This print interview is posted on [ITN's website](#).

**About The MarkeTech Group, LLC:** TMTG, ([www.themarketechgroup.com](http://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.