



THE MARKETECH GROUP

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**THE MARKETECH GROUP, LEADING VOC MEDTECH FIRM,  
PUBLISHES POLL RESULTS IN ONLINE PUBLICATION DIAGNOSTIC IMAGING  
Equipment Leasing Surprisingly Unpopular During Tough Economic Times**

**Davis, California, September 17, 2009** – The MarkeTech Group ([www.themarketechgroup.com](http://www.themarketechgroup.com)), an international full service Voice-of-Customer marketing research firm focusing exclusively on medical technology, today announced the release of *imagePRO*<sup>™</sup> poll results in the popular radiology magazine *Diagnostic Imaging*.

The poll results published in *Diagnostic Imaging* were taken from The MarkeTech Group's *imagePRO*<sup>™</sup> panel which consists of over 600 US-hospital based imaging administrators. Each *imagePRO*<sup>™</sup> panel member is subject to a strict enrollment policy and a clear bilateral code of ethics, so poll results are highly accurate and useful in understanding market trends.

The article, entitled "[Credit Crunch Spurs No Interest in Equipment Leasing](#)," by John Hayes, highlights results from a June poll where *imagePRO*<sup>™</sup> members were asked about their interest in capital leasing in light of the current credit crunch. More than half of respondents of the poll indicated that they were somewhat or not at all interested in capital leasing. A mere 13% were interested or very interested in capital leasing.

Christian Renaudin, CEO of The MarkeTech Group, attributes the lack of interest in capital leasing to the culture of ownership that is prevalent in hospitals today. "I am not surprised by the poll results regarding capital leasing because the hospital market is very entrenched in a capital acquisition mentality. They want to own their own equipment," he said. "Where leasing does make more sense to them is in areas where the technology is changing quickly, and sometimes among the smaller hospitals that don't have the depth of the larger institutions."

The article explored two other poll questions from the *imagePRO*<sup>™</sup> panel. One question asked *imagePRO*<sup>™</sup> panelist how the ability to finance capital projects and equipment acquisition has been affected in light of the downturn in the tax-exempt bond market. The other questions focused on the role of private business as opposed to acute care hospitals in the ownership and management of outpatient imaging centers in the next three years.

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.