



Marketing Tools Help Customers Succeed

Recognizing that most healthcare facilities engage in marketing and advertising, GE provides a vast assortment of marketing tools for customers to market their CT system to their referring physicians, communities and patients.

Tools specific to each CT system are designed to build awareness and drive patient volume – without the time and big-budget investment needed to create marketing tools from scratch. All marketing materials are available to GE CT customers via the GetCreative Web site. Materials are in high-resolution, print ready formats and are ready to use as-is, including an extensive library of clinical images. Pieces can also be customized with customer logos and branding.

Target referring physicians and patients with customizable, print-ready marketing materials, such as:

- Patient brochures;
- Print ads;

- Billboards;
- Web banner ads;
- Posters;
- Referring Physician direct mailers, postcards, letters and emails;
- Event invitations.

The GetCreative Web site includes a Knowledge Center with how-to guides, basic marketing tips and more to help customers get the most from their marketing materials.

To find out more about how you can access marketing materials online to announce and market your new GE CT system, contact your local GE sales representative or visit www.getcreative.gehealthcare.com. ■



New Toolkit Helps Increase Cardiac CTA Interpretation Skills

Designed for radiologists and cardiologists who want to learn how to interpret cardiac CT angiography (CTA) images, *Interpreting the Heart: A visual guide using CardIQ™ Xpress* is an educational toolkit containing 50 cardiac CTA case studies on DVD. Physicians will be able to develop their expertise with hands-on manipulation of a broad mix of exams, including 30 cases with cath correlations.

All cases include cardiac CTA impressions as well as a detailed description of findings under each reference image, which are provided by an expert interpreter. This toolkit enables physicians to gain confidence in their CTA interpretations in a cost-effective manner at their convenience. These 50 cases can be used toward Level 1 and Level 2 Cardiac CT credentials based on criteria established by the Society of Cardiovascular Computed Tomography (SCCT).

Visit www.gehealthcare.com/cardiactoolkit for more information. ■

The kit may be ordered by calling GE Healthcare at 1-800-886-0815. Outside the US, please contact your local GE sales representative.