



Online MR Marketing Tools Now Available

Savvy materials can be targeted and customized

When Watertown Memorial Hospital planned an open house for a new hospital wing with an O.R. and MR suite, Mike Hayhoe, Director of Radiology, didn't have to reinvent the wheel for promotional materials.

Thanks to GE Healthcare's new MR marketing tools program, which is now conveniently available online, he was armed with savvy marketing and press materials to create awareness of the facility's new Signa® HDx 1.5T MR scanner.





“GE’s marketing tools are fabulous,” Hayhoe says. “I have an entire arsenal of materials and resources with targeted messaging for patients and referring physicians.” He used posters and press releases from GE to generate awareness of the open house throughout the community. The result: Watertown Memorial had three times the expected turnout.

For Hayhoe, the value extends beyond the materials. “I don’t have to worry about developing creative, obtaining licensing rights or generating scans – it’s all included,” he says. “This is a resource that any hospital, no matter the size, can use to its advantage.”

Materials specific to each system

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

Tools 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 and PR materials are available in high-resolution, print-ready formats and ready to use as-is. They can also be customized with customer logos and branding.

Marketing and press materials

Target referring physicians and patients with customizable, print-ready marketing materials.

- Patient brochures
- Print ads
- Billboards
- Web banner ads
- Posters
- Referring physician direct mailers, postcards, letters and e-mails
- Event invitations
- Posters

Introduce your new GE technology and services to the community through local media.

- Product fact sheet
- Customizable press release

Images

An extensive library of high-resolution system and clinical images is also included. All materials are available to GE MR customers at no cost via a proprietary Web site for quick and easy access. The site also includes a Knowledge Center with how-to guides, basic marketing tips and more to help customers get the most from their marketing and PR materials.

“Our own community didn’t know the high level of advanced technology that we can now offer,” Hayhoe adds. For this 95-bed hospital, informing referring physicians that their patients don’t have to travel to Milwaukee, Madison or Chicago for the latest MR technology is crucial for maximizing equipment utilization.

Next on his marketing to-do list is promoting the Signa® HDx for breast and cardiac imaging to referring physicians by utilizing direct mail postcards. “We are also going to try the slick scheduling cards for patients.” Beyond creating awareness, Hayhoe firmly believes these tools can make an impact on increasing volume and maximizing MR utilization. “There is a lot of great value to these marketing and press materials, and so much more that we can do with them.”

To find out more about how you can access marketing and PR materials online to announce and market your new GE MR system, contact your local GE sales representative. ■

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