

# DIAGNOSTICS MARKETING



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From referral to relationship, Diagnostics Marketing helps your company grow by maintaining provider & patient relationships.

## PROVIDERS

Diagnostics Marketing systems keep you in front of referring providers, identify new providers in the region that could be referring patients, and then become a valuable piece of their business.

For old and new referring providers, our systems help grow their businesses so they will grow yours.



## PATIENTS

With all of the healthcare changes and technology growth, patients are shopping more and more for their service providers. Diagnostics Marketing helps keep you at the top of search engines, educate your patients on their exams, and stay top of mind to continue building patient to patient referrals long after the patient's appointment.

For old and new referring providers, our systems help grow their businesses so they will grow yours.

# PRODUCTS & SERVICES

Our diagnostic imaging marketing platform will increase referrals from existing providers, grow new provider relationships, facilitate patient to patient relationships, improve customer and provider satisfaction, and grow your business.

## PRODUCTS





# GROWING PROVIDER RELATIONSHIPS

Increase referrals from existing providers, grow new ones, and improve provider satisfaction.



**Grow your referring providers' businesses and they will grow yours.**

Maintaining and growing your referring providers is critical to your business. With Diagnostic Marketing's bevy of outreach, processes management, & education tools, you can become a necessary part of their organization.

## Provider Relationship Growth Systems:



**RADiant** Growth  
OUTREACH & CONTENT LIBRARY



**Swift** Patient  
Provider Referral Engine



**Connect** the Docs  
Doctor to Doctor Education

# PATIENT OUTREACH MADE SIMPLE, FAST, & EASY

From the first time a patient is referred to your diagnostic facility on, connect with them, educate them, and help them share your business.



## Connect with your patients and stay connected throughout their lifetime



The Radiant Patient systems grow your company by:

- Driving more patient to patient referrals
- Educating your patients on cost savings
- Beating your competitors in search engine rankings
- Helping patients feel more comfortable prior to their exam
- Keeping your center engaged with patients past their visit

Provider Relationship Growth Systems:





# RADiant Growth

## OUTREACH & CONTENT LIBRARY

### FOR PROVIDERS



**No one teaches providers how to run a business. Until now.**

Our practice growth articles will be sent in your name to your referring providers. These courses give providers actionable information on how they can improve their practices.

Categories include:

- Traditional marketing
- Physician-physician networking
- Best practices
- Digital marketing
- Limiting liability
- Front desk SOPs



**Practice Knowledge Growth**

Providers want to hear from other providers about how to do their jobs, not from lay people. Our team of writers includes experienced MDs and PhDs to discuss specific medical issues.

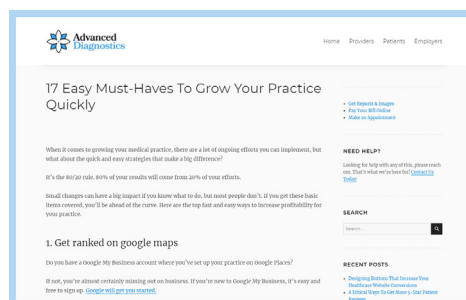


**Connect the Docs**  
Doctor to Doctor Education



**Branded Content**

All emails will be sent in your name, and landing pages will be branded to match your website's look and feel.





# RADiant Growth

## OUTREACH & CONTENT LIBRARY

### FOR PATIENTS

Connect with your patients and stay connected throughout their lifetime.

From the first time a patient is referred to your diagnostic facility on, connect with them, educate them, and help them share your business.



#### Connect with your patients in ways that matter to them!

Getting people to open your emails means you need to send them something they're interested in. Our research and analytics system enables us to get to know who your patients are and what each individual is interested in before sending out messages.



#### You know how much your patients saved, but do they?

Every time a patient gets onto your list, they are going to find out exactly how much of a difference there is between going to the local hospital and going to your independent diagnostics facility.



#### Get to know your patients.

The better you know your patients, the better you can serve them and bring them back. As patients open your emails, consume, and respond to your content, you will be gaining valuable insight into what makes your patients tick.



# VisitPREP

## Patient Exam Education

### Comfort & Educate Your Patients Ahead of Their Exams

The average American only receives one MRI in their life. It's no wonder they are anxious and uninformed about their exam. The VisitPrep system automatically sends patients educational emails about what they can expect from the time they arrive at your office until they leave.



### Automated comfort

The VisitPrep system integrated into your RIS and your process so you don't have to do anything. After a patient profile is created or just scheduled, depending on the CPT and your process, they will automatically receive an informational email about their exam.

### Educated Patients Are Easy Patients

Imagine if every patient understood what was going to happen and how they could help expedite the process. That's probably not feasible, but increasing the number of informed patients is. Improve your day to day efficiency with VisitPrep!





# Connect the Docs

## Doctor to Doctor Education

### Specialty Specific Healthcare Education

Provide value to your referring physicians in a way that no other local company can with Connect-the-Docs. Our team of MD and Ph.D. writers provides ongoing, specialty-specific, and directly actionable content for your providers to grow their medical knowledge.



### Specialty Specific

Top referring provider specialties are presented with specific, example-based information showing them how to solve commonly missed problems in their review of radiology reports.

### From Experienced Professionals

Dr. T.D. Long MD, an interventional radiologist with over 40 years of experience, and Dr. Michelle Cobb Ph.D. write about the top issues for particular specialties as it relates to interpreting studies and reports.



Dr. T.D. Long MD



Dr. Michelle Cobb Ph.D.



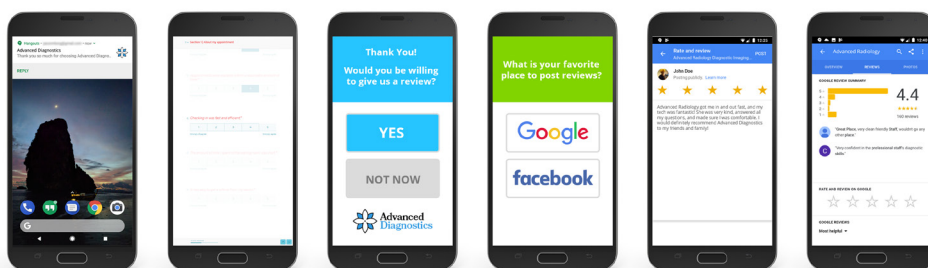
# MedRev

## Healthcare Social Reviews

### Build Patient Trust

Patients are shopping for their healthcare providers more than ever. MedRev helps drive patients to you by growing your 5-star ratings online.

### The MedRev Process



1. Patient leaves your office and is sent a text asking for a satisfaction survey.
2. Patient takes quick satisfaction survey on their mobile device.
3. If survey results are positive, patient is asked to give a review on Facebook or Google.
4. Patient chooses their social platform.
5. Patient posts 5-star review!



### RIS-Integrated System

As soon as a patient completes their exam and leaves the office, MedRev will automatically send them a text message or email requesting their review. This way, you don't have to worry about manually adding each patient!



### Show up first on Google Maps and Google Places

When patients search for your business, the first thing they see is a list of local businesses that match their search. The more 5-star reviews you have, the higher up you will be.



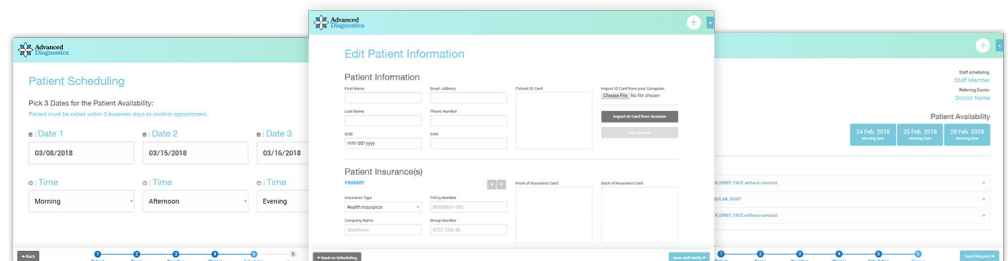


# Swift Patient

## Provider Referral Engine

Make it easy for providers to refer diagnostic imaging patients

The easier it is for a provider to refer a patient, the more they will. Swift Patient is the easiest way for a provider to refer a diagnostic imaging patient. Its intuitively designed, cloud-based structure enables providers to send patients with the click of a button!



### RIS-Integrated, Fast, Simple, Diagnostic Imaging Referrals.

Stop having provider offices dictate their orders over the phone or faxing in documents your team can barely read. Now provider's front desks can refer patients in an easy to use, simple to understand, well-designed process.

### Providers no longer have to search for their favorite exams

System "favorites" enable providers to choose their top exams, or select for them based on top used exams, cutting down on referral time.

### You provide the system, and providers manage themselves

After a provider has been added to the system via our easy onboarding system, providers and office managers can manage all the staff members at their offices. Of course, you can always manage them as well.

### Scheduling made easy

Options for scheduling include three different time slots for patients, auto-scheduling them into your RIS, and scheduling a callback. After the appointment is made, the provider can print out an appointment sheet for the patient or send an email and/or SMS text with a link to the reminder.

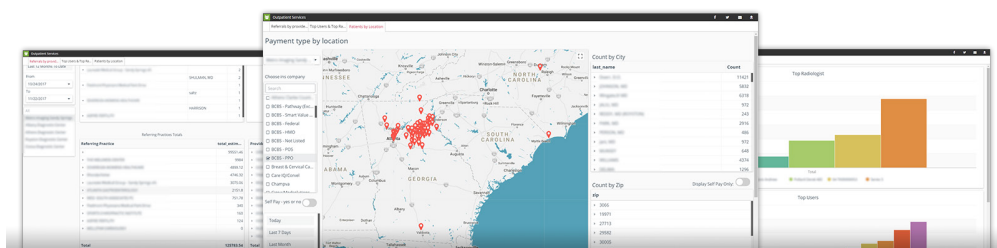


# Radiant Reporting

## RIS-Integrated Visual Analytics

### RIS-Integrated visual reporting in operations and marketing

See your whole business in one place. Every person and their productivity, every patient and their revenue, every radiologist and their readings, and of course your bottom line, all at a glance.



### Cloud-Based, RIS-Integrated

View your reports from anywhere from within our HIPAA compliant, cloud-based reporting system. We connect to your system and load data daily to show you the inner workings of your company within seconds.

### Stop Guessing!

Do any of these questions sound familiar?

- Which providers dropped off this month?
- Are they unhappy? What happened?
- Who is new in town?
- How many exams have they sent?
- Do they need a phone call?
- How about a site visit?

Whether it is operational, financial, or marketing related, we provide the data that makes a difference in your decisions.





### Know Your Providers, Know Your Partners, Know Your Market

Radiant Research will bring you a complete list of all local providers and potential partners to be targeted by your team and/or ours.

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### Find the providers you need to target!

Radiant Research does a thorough job of finding all providers in your local area. This list will include:

- Name
- Practice
- Contact info, including email address
- Gender
- Insurances Accepted
- Whether or not they are owned by a hospital
- If they have their own equipment
- And more!



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### Boost your RADiant Growth and grow your business!

Our RADiant Growth System can work with just your existing providers, but can be so much more powerful with an expanded reach. Once our research is complete, we can bring you new referring providers that you never knew about or didn't know how to reach.

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### Do you work with local employers?

If your company works with local self-insured or partially self insured employers to produce ongoing partnerships, you know you can grow your business by leaps and bounds with a single new deal. RADiant Research will identify local and regional HR Managers at industry and enterprise level businesses to jumpstart your sales!

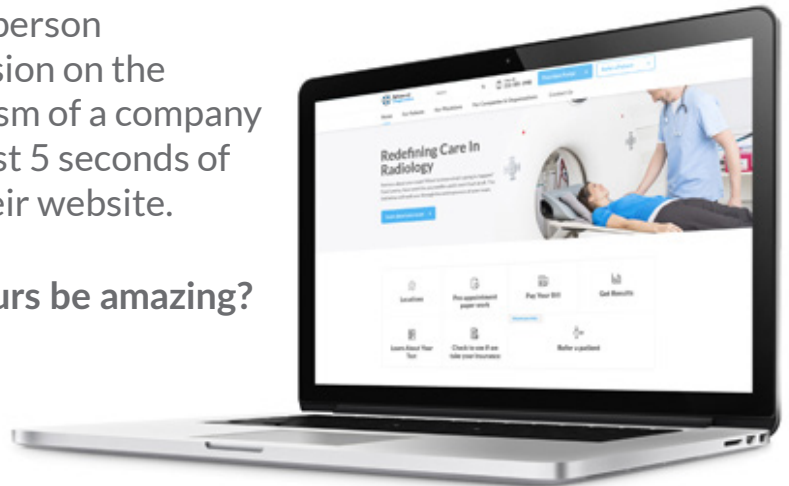


# WEBDevelopment

STRATEGY, DESIGN, DEVELOPMENT

The average person makes a decision on the professionalism of a company within the first 5 seconds of looking at their website.

Shouldn't yours be amazing?



## Designed For Your Audience

We understand the age groups, disabilities, and restrictions of the people that will be looking at your website.



## Your patients are looking for you on their smart phones.

If your current website isn't mobile responsive (tech speak meaning it works well on your phone), then you have a problem that needs to be fixed. Most people are looking for you on their mobile devices and if you're not showing up properly, they are going to look elsewhere.

All of our websites are mobile friendly with the important information for your patients at the top of the page where they're looking.



## Are you showing up in the search engines?

Where you rank in search engines matters a lot, and how your website is built impacts that. We build your website to rank at the top, and our bevy of additional marketing services keep it there.