



# Make a Difference. Educational Learning Series |

**PET imaging has the ability to make a difference in patients' lives. You can read about it in journal articles, see it on case studies and hear about it from the patients themselves.**

## So how can you deliver this impactful message to your referring physicians?

IBA Molecular's Make A Difference ELS is designed to help you do just that. It begins with our interactive **"Make A Difference Marketing Focus"** presentation which will help you build a results-driven approach to increasing PET utilization by focusing on one indication, understanding how and why PET is important and reviewing compelling case studies and journal articles.

Our open-forum approach ensures you leave our online dialogue with the knowledge you need to discuss the importance of PET imaging with your referring physicians.

Since you often only have 3 minutes or less with your referring physicians, we also offer a **"Make A Difference Clinical Focus"** to which you can invite your referring physicians to learn even more about PET imaging for the specific indication.

Our published and respected physicians help you deliver the message on:

- ▣ **How to properly utilize PET imaging**
- ▣ **Potential false positives and what they mean to the patient and**
- ▣ **When and why PET changes patient management**

For more information, please contact your IBA Molecular Account Executive.

Make A Difference ELS is our commitment to help you **achieve success** and **impact patient lives.**

<b>Gastrointestinal Campaign</b>	<b>Lymphoma Campaign</b>
<p><b>Marketing Focus</b> Date : February 25, 2009 Time: 3:00 pm, EST Event number: 663 827 172 <a href="#">▶ Register Now</a></p> <p><b>Clinical Focus</b> Date : March 18, 2009 Time: 3:00 pm, EST Event number: 665 611 534 <a href="#">▶ Register Now</a></p>	<p><b>Marketing Focus</b> Date : September 9, 2009 Time: 3:00 pm, EST Event number: 661 532 495 <a href="#">▶ Register Now</a></p> <p><b>Clinical Focus</b> Date : September 30, 2009 Time: 3:00 pm, EST Event number: 664 015 735 <a href="#">▶ Register Now</a></p>
<b>Gynecological Campaign</b>	<b>Breast Campaign</b>
<p><b>Marketing Focus</b> Date : April 29, 2009 Time: 3:00 pm, EST Event number: 669 979 161 <a href="#">▶ Register Now</a></p> <p><b>Clinical Focus</b> Date : May 21, 2009 Time: 3:00 pm, EST Event number: 668 697 018 <a href="#">▶ Register Now</a></p>	<p><b>Marketing Focus</b> Date : October 14, 2009 Time: 3:00 pm, EST Event number: 664 381 303 <a href="#">▶ Register Now</a></p> <p><b>Clinical Focus</b> Date : October 28, 2009 Time: 3:00 pm, EST Event number: 669 438 876 <a href="#">▶ Register Now</a></p>
<b>Interpreter's Refresher</b>	<b>Reimbursement Update</b>
<p>Date : June 24, 2009 Time: 3:00 pm, EST Event number: 662 388 623 <a href="#">▶ Register Now</a></p>	<p>Date : December 16, 2009 Time: 3:00 pm, EST Event number: 660 890 029 <a href="#">▶ Register Now</a></p>
<b>PET False Positives / When NOT to Use PET</b>	
<p>Date : July 16, 2009 Time: 3:00 pm, EST Event number: 661 834 544 <a href="#">▶ Register Now</a></p>	