

# PETLinQ™ IQ / EMPACT



Protect,  
enhance  
and save  
lives

*Iba*  
Molecular



PETLinQ™ IQ has a vast array of online and hardcopy resources that can be used to effectively market your PET Center by educating your key personnel and external audience.



### PETLinQ™ will help you to:

- Become a **PET Imaging Center of Excellence**.
- **Build respect for your PET Center** and your employees and become a trusted resource in the medical community.
- **Establish successful relationships** built on a clinical foundation with your referring physicians.
- Increase your **return on investment**.

## What do you get with PETLinQ™ IQ?

### A Marketing Starter Kit (in hardcopy)

When you choose IBA Molecular and PETLinQ™ IQ, we will provide you with a new Marketing Starter Kit, focused on the main indications that are CMS approved for PET Imaging.

This will include:

- **PET Referring Physician Brochures**
- **PET Patient Brochures**
- **Lung Cancer Case Studies**
- **Colorectal Cancer Case Studies**
- **Melanoma Case Studies**
- **Lymphoma Case Studies**
- **Head & Neck Cancer Case Studies**
- **Esophageal Cancer Case Studies**
- **Breast Cancer Case Studies**
- **Thyroid Cancer Case Studies**
- **Quick Reference Guides - Oncology**  
*(when available)*
- **Quick Reference Guides - Cardiology & Neurology**  
*(when available)*



“...[PETLinQ] has increased the confidence of our reading physicians, therefore we are much more confident in our interpretations.”

**Larry Braunstein**  
Interventional Radiologist  
Vision Imaging of Kingston  
Kingston, PA

## Online Education and Marketing Toolbox

You can build upon the resources available in the Marketing Starter Kit, by accessing PETLinQ™ IQ’s online education-focused website. Updated daily, once you navigate to this site, you will go no where else for valuable educational material to educate your administrator, technologists, nurses, reading physicians, referring physicians or anyone that wants to learn more about PET Imaging. Today, we have the following material available:

- ▣ Patient Care Algorithms
- ▣ Imaging Protocols
- ▣ PET Review with Reimbursement Updates
- ▣ Literature from Scientific Journals
- ▣ Educational Videos
- ▣ PET-Focused Media Kit with Sample Press Releases
- ▣ Bi-weekly PETLinQ™ Newsletter
- ▣ PET Patient Forms
- ▣ Radiation Safety Information
- ▣ Marketing Glossary

## Monthly Education Symposiums

As an IBA Molecular and PETLinQ™ IQ customer, you are also exclusively invited to our monthly online educational symposiums. With a focus on the hot topics, these educational seminars include:

- ▣ Clinical applications of PET/CT
- ▣ Reimbursement and industry updates

You can easily register your staff, as well as your referring physician community so the knowledge you are building is based on the same clinical data.

The PETLinQ™ IQ baseline product, can be upgraded to include any or all of the following features:

- ▣ PDF and printing capabilities
- ▣ Dashboard Management Reports
- ▣ Peer Reviews

Please contact your IBA Molecular Account Executive for more information.



## Contact Us

**IBA Molecular**, North America  
21000 Atlantic Blvd., Suite 730  
Dulles, VA 20166 USA  
Toll Free: 1 877 334 3673  
Tel.: + 1 703 787 7900  
Fax.: + 1 571 434 0330

[www.iba-molecular.com](http://www.iba-molecular.com)