

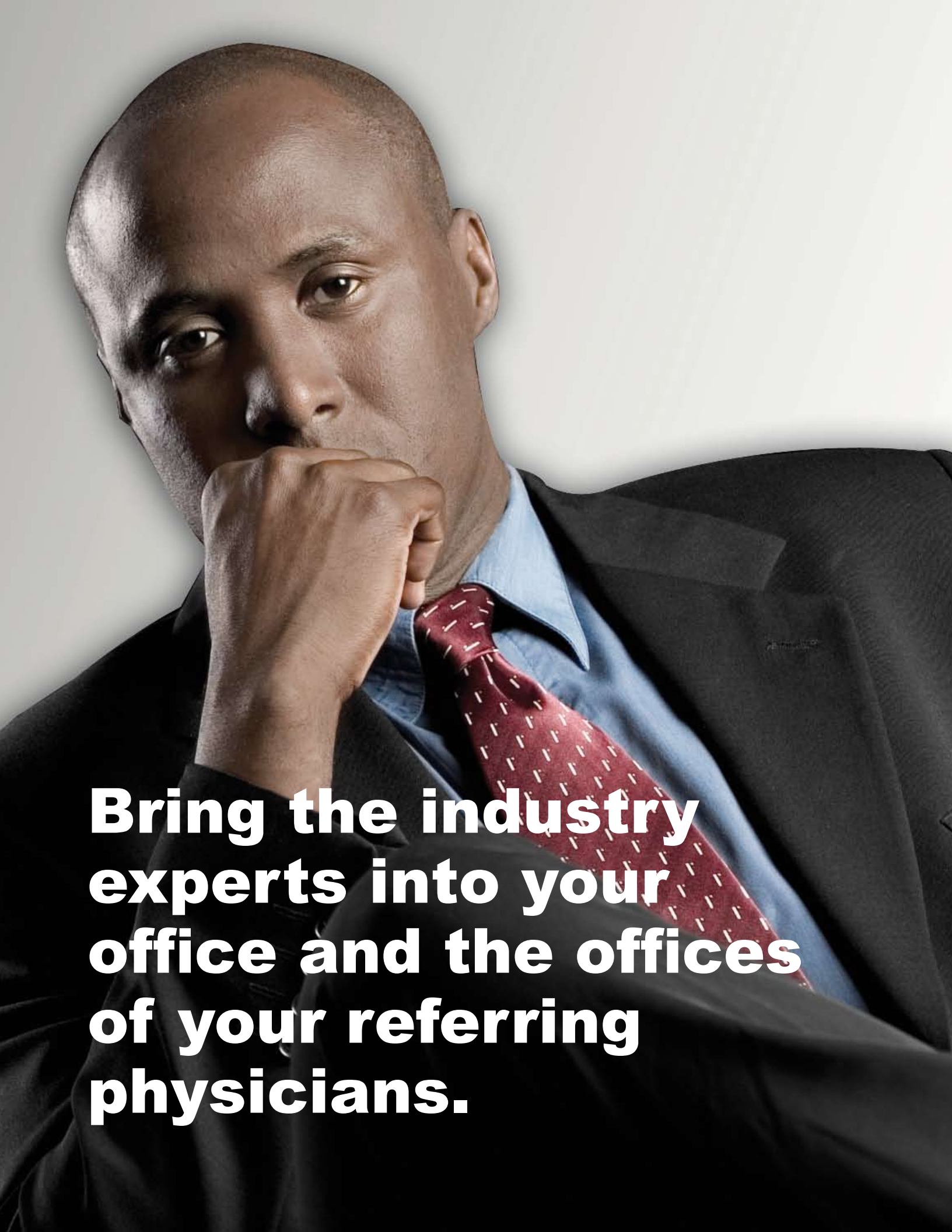


# Make a Difference

EDUCATIONAL LEARNING SERIES

PET imaging has the ability to make a difference in patients' lives.





**Bring the industry experts into your office and the offices of your referring physicians.**

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?** Via IBA Molecular's

## **Make A Difference** EDUCATIONAL LEARNING SERIES

IBA Molecular's Educational Learning Series is an interactive, dynamic PET education series customized to the needs of PET imaging professionals and physicians.

Designed exclusively for IBA Molecular's customers, your staff and your referring physicians, **Make a Difference ELS** ensures the appropriate utilization of PET imaging in the community. The vision of this program is to provide education to key personnel and to develop comprehensive relationships with the medical community and referring audience through the successful implementation of the following goals:

- Achieving a comprehensive understanding of PET principles, technology and utilization by PET facility personnel
- Developing a high level of confidence in PET technology among the referring physicians, based on published data and best practices
- Driving appropriate referrals to ensure PET has an impact on patient outcomes

PET imaging can have a tremendous impact on patients and on how your referring physicians manage their patient's disease. We want to help you deliver the most relevant information to them, in a clear, concise format. For this reason, we have divided our ELS into two segments: the **Make A Difference Marketing Focus** and the **Make A Difference Clinical Focus**.



### Make A Difference Marketing Focus

Our ELS begins with an educational lecture for your marketing staff. We want to be certain that they have all of the most up-to-date information on PET imaging for a specific indication, so they can have an educated discussion with your referring physicians on the utility of PET imaging. The lecture will be online, with various resources available for download, including case studies, reference materials, etc. Your marketing team will then be fully equipped to promote both PET imaging, as well as your facility, and to reach out to your referring physicians. All webinars are archived so your team can use them as tutorials at a later date.



### Make A Difference Clinical Focus

To help substantiate the information provided by your staff to the referring physicians, we will hold a Clinical Focus webinar. A PET imaging industry expert will lead this discussion on the same topic discussed during the Marketing Focus, but as a peer to the referring physicians. Our goal is to help the referrer fully understand how PET can be used to maximize benefits to the patient. Your staff is also invited and encouraged to attend.

### What is the Process?

The **Make A Difference Marketing Focus** presentation. This will help your marketers and imaging center staff build a results-driven approach to increasing PET utilization by:

- Learning more about the application of PET by focusing on one indication
- Understanding how and why PET is important
- Reviewing compelling case studies and journal articles

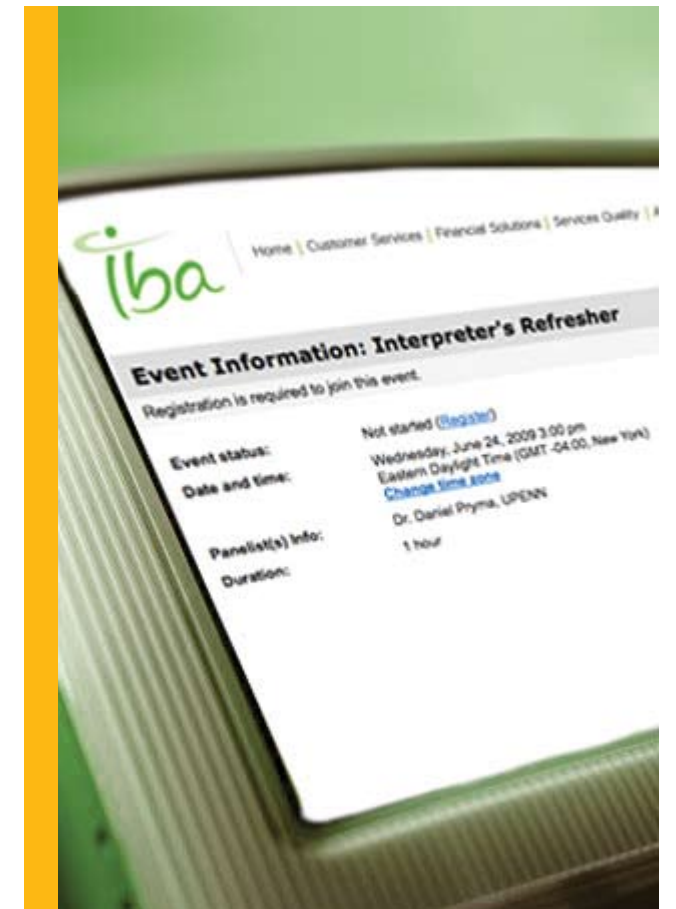
Our open-forum approach ensures your team leaves our online discussion with the knowledge necessary to present the importance of PET imaging to your referring physicians.

Upon completion of the Make A Difference Marketing Focus, your team can download various tools to help you deliver a compelling message to 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** that you can invite them to for learning even more about PET imaging for the specific indication.

Our published and respected physician-consultants help you deliver the message on:

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



### How does a “webinar” work?

Signing up for our Make A Difference webinars is easy – just click on the email invitation sent to you to access the IBA webinar website; there you can register for the meetings you would like to attend.

On the scheduled date and time, log onto the web site to view the presentation online and simultaneously call in to hear the presenter, contribute to the discussion, and participate in the Q&A. To attend live, you must have one internet connection and one phone line.



## Why Should You Attend the Make A Difference ELS?

**It's live. It's interactive. It's convenient.**

From the comfort of your own office, you will gain access to a PET imaging industry expert who has extensive knowledge on the application of PET imaging for the indication being covered. You will learn to successfully apply this knowledge, with the available educational tools, to help your referring physicians understand the utility of PET imaging.

**Make A Difference ELS can help you achieve success and impact patient lives.**

IBA Molecular's Educational Learning Series is a physician-driven program that will enable your team to become knowledgeable about the utility of PET imaging and to present objective, valuable information to your referring physicians leading to increase utilization. We do all of this via an interactive, online discussion and through our indication-specific educational materials. Ultimately, we want to help you both achieve success in your PET center and positively impact your patients' lives.

# IBA Molecular

IBA Molecular is the #1 PET radiopharmaceutical provider worldwide. As a progressive, patient-centric technology leader, we are committed to developing superior products, service and solutions that can positively impact patient lives.

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