



## **MammoPad Select Customer Program** Improve Patient Care and Grow Your Business



**HOLOGIC™**

MammoPad 

# Join a **Select Group of Imaging Centers** in Raising the **Standard of Care**

Please join us in our mission to make MammoPad® the standard of care as part of every woman's mammogram. Customers that offer MammoPad to every woman receiving a mammogram are eligible to be a part of the MammoPad Select Customer Program.

Select customers benefit from:

- Price protection on MammoPad
- CE training for technologists
- Access to professional marketing materials

The MammoPad Select Program recognizes its members' commitment to improve their patients' mammogram experience. In return, we're committed to helping you **grow your business** and spread the word about the Softer Mammogram™ and the early detection of breast cancer.

## MammoPad Select Customer **Benefits:**

### Marketing and Communications Program

As a MammoPad Select Customer, you'll have access to a marketing and communications Implementation Guide as well as a library of generic and customizable marketing materials. The professionally produced pieces are designed to help you reach your two most important audiences, referring physicians and women in the community. All materials are available to order online at [www.softermammogramprovider.com](http://www.softermammogramprovider.com), making it easy to start your marketing program!

**Facilities that have added MammoPad and implemented our suggested marketing initiatives have seen an increase in patient volume and business as well as an increase in patient satisfaction and loyalty.**

### Marketing Materials include:

- Patient brochures
- Patient reminder cards
- Posters
- Print advertisement templates
- Banners
- Template letter to referring physicians
- Template press release
- Web content templates
- PowerPoint presentation
- Patient movies and Public Service Announcements
- And much more!

### Certificate and Softer Mammogram Provider Logo

As a MammoPad Select Customer, you have the privilege of using our Softer Mammogram Provider logo and Certificate of Excellence. Together, they recognize your commitment to offer your patients a softer, more comfortable mammogram. This logo and certificate enhances the brand you have already established and differentiates your imaging center from your competitors.

Hundreds of respected facilities nationwide have already become Softer Mammogram Providers, making our logo even more recognizable. Women and doctors alike will value your center's efforts to improve the mammogram experience.



## High-Tech, Soft Touch

Digital mammography is the present and future of many breast centers, technology platforms. Since digital mammography can significantly increase your patient capacity, it's critical to convince more women to have their screening mammogram at your center. Marketing MammoPad and your digital mammography offerings together will help increase patient volume and lead to an improved return on investment.

The MammoPad Select Customer marketing and communications program includes marketing materials specifically for sites that have gone digital. Promoting the advanced technology of a digital mammogram with the warmth and comfort of MammoPad is a powerful message that will resonate with the women in your community.

## Technologist Training

Proper breast positioning is crucial in obtaining adequate image quality for breast cancer detection. As part of the Select Program, we offer the following training courses that have been approved for continuing education credit by the American Society of Radiologic Technologists (ASRT).

- "Performing Mammography with MammoPad" is a 1 CE credit course, given by MammoPad specialists, that focuses on the appropriate utilization of MammoPad during mammography.
- "Mammography Made Simple" is a positioning lecture intended for continuing education at local/regional professional meetings. It carries 1 CE credit. This lecture can be given by your technologist at a meeting of their choice. PowerPoint presentation and support materials will be provided.

## Soft Talk E-Newsletter

Soft Talk is a quarterly e-newsletter that provides you with additional marketing ideas and shares success stories of other Softer Mammogram Provider sites. These proven marketing initiatives will help you **increase patient volume and grow business** for your center.

## How Do I Become a Softer Mammogram Provider?

Becoming a Softer Mammogram Provider is simple. Just fill out the application form provided by your MammoPad Specialist or log onto **www.softermammogramprovider.com** for more information.

Once your application has been accepted, you will receive your MammoPad Select Customer Welcome Kit with instructions for accessing, customizing and ordering your Softer Mammogram Provider marketing materials online. Your center can start marketing your new soft touch mammogram right away!

**Visit [www.softermammogramprovider.com](http://www.softermammogramprovider.com) for more information.**



**40% of women over the age of 40 have not had their annual mammogram... Are you one of them?**

**Mammograms save lives. Get the facts before missing another exam.**

Mammograms are the best chance of detecting breast cancer early. And early detection means earlier treatment and saving more lives. Even with this knowledge, forty percent of women over the age of forty are not getting their annual mammogram.

Please join us for this important breast health education program. We'll address your questions about breast cancer and the exciting options available.

Encourage the women in your life to attend this important event - it could make a life saving difference.

902 Facility  
100 Samsby Street  
Amherst, MA 01002  
508.308.4000  
www.FacilityName.com



**Experience the high-tech, soft touch mammogram**

For patients who want a quality mammogram with less discomfort.

We are committed to providing you with the best technology and care available. That is why we only refer patients to a high-tech, soft touch mammogram provider for their annual breast exam. Our preferred breast centers provide every woman with a digital mammogram that includes the MammoPad breast exam. This foam pad serves as a cushion between you and the mammography system. So you can relax, knowing your mammogram will be warm, soft and comfortable with confident results.



**Ask for MammoPad and Experience a Softer Mammogram**

Our facility provides every woman with MammoPad - a foam pad that serves as a cushion between you and the mammogram machine. So you can relax, knowing your mammogram will be warm, soft and comfortable.

Tell your friends about the softer mammogram and encourage them to have an exam annually. It could save their lives.

**We are proud to be a certified Softer Mammogram Provider™**

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**Experience the High-tech, Soft Touch Mammogram**

**Compassionate Care and Confident Results**

We are proud to participate with you in the use of our state-of-the-art digital mammography system. This high-tech, soft touch mammogram is the best mammogram in the world. It is warm, soft and comfortable. So you can relax, knowing your mammogram will be warm, soft and comfortable with confident results.

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**Hologic is defining the standard of care in women's health. Our technologies help doctors see better, know sooner, reach further and touch more lives. At Hologic, we turn passion into action, and action into change.**

BREAST IMAGING SOLUTIONS | INTERVENTIONAL BREAST SOLUTIONS  
BONE HEALTH | PRENATAL HEALTH | GYNECOLOGICAL HEALTH

**HOLOGIC™**

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