

Exceptional Service and Support

Hologic ranks #1 in mammography system performance and service (2016-2017) and #1 in peer recommended mammography (2012-2017)



For the past two years, Hologic has received the # 1 ranking from IMV ServiceTrak, the industry recognized leader in market research and online publishing for the medical imaging and clinical diagnostic instruments markets.

For over 20 years, IMV has conducted its annual Service Trak customer satisfaction survey on the medical imaging industry. Customers rate manufacturers on service performance factors and satisfaction.

In both 2017 and for 2016, Hologic ranks #1 in twenty-two (22)¹ performance and satisfaction factors for mammography systems and service.

Unparalleled system performance

The IMV results reflect Hologic's commitment to insight driven innovation, diagnostic leadership and product quality in women's healthcare. Customers rank Hologic first in overall manufacturer performance, system performance, probability of repurchase, technology leadership, image quality, ease of use, reliability and system up-time to name a few.

In short, Hologic offers unparalleled system and diagnostic performance in mammography.

Exceptional service and support

A dedicated focus on mammography is one of the reasons why Hologic service is ranked #1. Customers surveyed by ServiceTrak highlight distinct advantages of Hologic Service over other imaging manufacturers who provide multi-vendor service.

Hologic Service scored higher in overall service performance, service engineer effectiveness, response time, follow-up, competence of install team and overall satisfaction.

From installation to training to on-going system service, our field service engineers and applications specialists deliver exceptional service and support as supported by the 2016 and 2017 IMV results.¹



Only Hologic ranks first in these performance and satisfaction areas in the 2017 and 2016 IMV ServiceTrak survey for Mammography.

Manufacturer Performance	2017	2016
Overall Manufacturer Performance	✓	✓
Probability of Repurchase	✓	✓
Technology Leadership	✓	✓
Usefulness of System Documentation	✓	✓
System Performance		
Overall System Performance	✓	✓
Image Quality Meets Expectations	✓	✓
Software Ease of Use	✓	✓
Hardware Reliability	✓	✓
Detector Reliability	✓	✓
Software Reliability	✓	✓
System Uptime Meets Expectations	✓	✓
Service Performance		
Overall Service Performance	✓	✓
Overall Service Engineer Effectiveness	✓	✓
Service Follow-up	✓	✓
Availability of Replacement Parts	✓	✓
OEM Preventive Maintenance	✓	✓
Effective Escalation by Service Team	✓	✓
Phone Response by Service Engineer	✓	✓
On-site Response by Service Engineer	✓	✓
Installation and Training		
System Installation Process	✓	✓
Competence of Install Team	✓	✓
Overall OEM Training Program	✓	✓

Founded in 1977, IMV is a recognized leader in market research and online publishing, such as Aunt Minnie, for the medical imaging and clinical diagnostic instruments markets. IMV offers a broad range of market research products, such as ServiceTrak, which is an annual customer satisfaction survey for each imaging modality that is highly respected in the healthcare industry. IMV's complete line of research reports provides decision makers with site-specific databases and comprehensive market reports.

Reference: 1. S 2017 IMV ServiceTrak Mammography Results