Marketing collateral target, list and descriptions

Targets

* Referring physicians
* Patients

List and descriptions

1. Quadfold location/services/contacts
   1. A brochure targeting the referring physicians/referral coordinators containing a location on each panel, its service offerings and contact points. This will contain our branding and some light graphics but will focus on quick reference for referrers
   2. Locations include: (see text file)
2. Broadsheet service offering
   1. A single-sided marketing piece targeting the referring physician providing a quick view of a particular service offering:
      1. CT
      2. XR
      3. Mammo
      4. MRI (HF/3T/Open)
      5. Ultrasound
      6. Breast biopsy
3. Broadsheet patient information
   1. A single-sided marketing/information piece targeting the patient. Should provide a description of a particular procedure or modality, preps, put-them-at-ease.
      1. MRI
      2. Breast Biopsy
      3. Mammography
      4. CT
      5. Ultrasound
      6. X-Ray /DXA