



MammoPad® Breast Cushion Select Customer Program

Improve Patient Care and Grow Your Business

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

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

Select Customers Benefit From:

- Accessing professional marketing materials
- The "Find a Softer Mammogram Provider" tool on mammopad.com
- Recycling program

The MammoPad Select Customer 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 Program 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, making it easy to start your marketing program!

Facilities that have added MammoPad breast cushions 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. Since digital mammography can significantly increase your patient capacity, it's critical to convince more women to have their screening mammogram at your center. Highlighting the use of Mammopad breast cushions along with your digital mammography offerings will help increase patient volume and lead to an improved return on investment.

The MammoPad Select Customer Program includes marketing materials specifically for sites that have gone digital. Promoting the advanced technology of a digital mammogram, or breast tomosynthesis, 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 Customer Program, we offer an online training course approved for continuing education credit by the American Society of Radiologic Technologists (ASRT).

The "Performing Mammography with MammoPad breast cushions" is a one CE credit, online course, that focuses on the appropriate utilization of MammoPad breast cushions during mammography.

Soft Talk E-Newsletter

Soft Talk is a periodic 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?

Your Hologic contact can help you become a MammoPad Select Customer. Upon placing your initial order, you will receive your MammoPad Select Customer Welcome Kit and 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.mammopad.com for more information.



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 | GYNECOLOGIC HEALTH | MOLECULAR DIAGNOSTICS

HOLOGIC®

The Women's Health Company

United States / Latin America

35 Crosby Drive
Bedford, MA 01730-1401 USA
Tel: +1.781.999.7300
Sales: +1.781.999.7453
Fax: +1.781.280.0668
www.hologic.com

Europe

Everest (Cross Point)
Leuvensesteenweg 250A
1800 Vilvoorde, Belgium
Tel: +32.2.711.4680
Fax: +32.2.725.2087

Asia Pacific

7th Floor, Biotech Centre 2
No. 11 Science Park West Avenue
Hong Kong Science Park
Shatin, New Territories
Hong Kong
Tel: +852.3748.7700
Fax: +852.3526.0723

Australia

Hologic (Australia) Pty Ltd
Suite 402, Level 4
2 Lyon Park Road
Macquarie Park NSW 2113
Australia
Tel: +61.2.9888.8000
Fax: +61.2.9870.7555