

## Featured Partner

Bracco Diagnostics Inc. is very excited to partner with MedAxiom to address the unmet needs of its cardiology practice members. Bracco is focused on advancing the frontiers of cardiovascular medicine by offering the highest quality cardiac imaging products. Today there are now alternative methods of obtaining great cardiac images with better throughput using CardioGen-82® (Rubidium Rb 82 Generator) PET & PET/CT. CardioGen-82 perfusion PET offers 95% sensitivity and 95% specificity.<sup>1</sup>



An interview with Kim McDaniel, Director, Nuclear Medicine Sales and Support

**Q: Why have you chosen MedAxiom as a strategic partner?**

A: We elected to become a strategic partner with MedAxiom because the goals of this organization and those of its members are aligned with Bracco's. We all aim to provide patients with the highest quality of cardiac care in an effective and efficient manner that is also good for business.

**Q: How does your business currently interact with the Cardiology practices?**

A: Bracco currently interacts with MedAxiom members at the Fall and Spring Conferences through exhibits and speaker support. Additionally, we interact with cardiology practices in the field. In fact, our activity has increased in recent months as a result of growing interest in cardiac PET & PET/CT amongst members.

**Q: What primary products are utilized by the practices?**

A: CardioGen-82 for cardiac PET & PET/CT imaging and Isovue® -370 (Iopamidol Injection 76%) for cardiac catheterization and CT procedures.

**Q: What differentiates your organization from others?**

A: Bracco offers the only FDA-approved generator-based PET perfusion agent, CardioGen-82, that is reimbursed by CMS. In addition to providing quality products, Bracco also offers continuous technical support via our clinical applications team. Bracco's clinical applications team can assist MedAxiom members optimize their image quality and protocol efficiencies.



**Q: How do you intend to add more value to your customers in the next 12 months?**

A: Bracco is continuously exploring options to better serve the needs of our cardiac imaging customers. We plan to deliver incremental educational support on cardiac PET and PET/CT in the months ahead. We are also investing in technological upgrades to further enhance the value and utility of our product. Additionally, we are pursuing options to partner with equipment manufacturers and vendors to facilitate greater total solutions for our mutual customers.

**Q: What new products or services can we expect to see released in the next 12 months?**

A: Bracco Diagnostics Inc. has its own US-based research facility in Princeton, NJ – Bracco Research USA. Bracco invests 16% of every dollar earned into research and has multiple new products that are in development.

**Q: What are your long-term goals in serving the cardiology practice arena?**

A: Bracco's long-term objective is to provide cardiology practice customers with imaging agents and services that can best assist them with the continued growth of their group. Bracco aims to be the leading manufacturer of quality radiopharmaceuticals and imaging agents that complement the top cardiac imaging modalities of today. Moreover, through the enhancement of additional services like clinical applications support, healthcare economics assistance, and camera vendor co-promotions, Bracco will continue to provide a total solution for our cardiology customers.

**Q: Who should the MedAxiom practices contact with questions about Bracco's company or products?**

A: MedAxiom members can contact the Bracco MedAxiom liaison Cindi Watts at 1-800-447-6883 ext. 7514 cynthia.watts@diag.bracco.com or visit the CardioGen-82 website at <http://www.cardiogen.com/pages/salesREPS.htm>. For more medical information, call Bracco Professional Services at 1-800-257-5181, option 2.