

## Featured Partner

Lantheus Medical Imaging, Inc. is a worldwide leader in medical imaging, with headquarters in North Billerica, Massachusetts, and nearly 700 employees worldwide with offices in Puerto Rico, Canada, and Australia. For more than half a century, the company has provided important products—including Cardiolite® (Kit for the Preparation of Technetium Tc99m Sestamibi for Injection), DEFINITY® Vial for (Perflutren Lipid Microsphere) Injectable Suspension and TechnoLite® (Technetium Tc99m Generator) —that illuminate the heart and other organs. Lantheus Medical Imaging will build on the solid foundation created by those products as we seek out new ways of “bringing light” to the diagnosis and management of disease.



An interview with David Mann  
Vice President, Sales and Marketing

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

**A:** We chose MedAxiom as a partner as they are well aligned with many of the major cardiology practices in the US. Our business is currently focused on cardiovascular imaging products for both

nuclear cardiology and echocardiography procedures. Lantheus also has a new PET imaging agent currently completing Phase I trials as well as promising early-stage programs underway in the cardiac imaging field.

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

**A:** Our Key Account Managers call on the economic and executive levels of IDNs and Large Group Practices on topics such as reimbursement and healthcare finances while also educating and promoting our products.

Our Cardiovascular Imaging Specialists plus our Medical Liaisons work with the physicians/staff at a clinical level within the practices.

- CIS – Cardiovascular Imaging Specialist
- KAMs – Key Account Managers
- MLs – Medical Liaisons

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

**A:** Cardiolite® (Kit for the Preparation of Technetium Tc99m Sestamibi for Injection) and DEFINITY® Vial for (Perflutren Lipid Microsphere) Injectable Suspension

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

**A:** Lantheus Medical Imaging, Inc. is proud to provide the highest-quality products backed by 50 years of innovation, patient focus, world-class customer service, and manufacturing processes that are second to none. Lantheus Medical Imaging has and will continue to make substantial investments in our product pipeline.



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

**A:** Lantheus Medical Imaging recently announced a co-promotion agreement with Bracco Diagnostics to market the CardioGen-82® (Rubidium 82 generator) used in cardiac PET imaging.

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

**A:** Lantheus Medical Imaging will continue to invest in our product pipeline where we have three leading cardiac imaging candidates that includes a new PET imaging agent, currently completing Phase I clinical trials.

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

**A:** Jean Marie Bell.  
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