



# Porthole



Armada Medical Marketing is an integrated marketing communications agency specialized in radiology marketing. For more information, or to request an information package, please call 303-623-1190 x229 or visit [www.armadamedical.com](http://www.armadamedical.com). Connect with Armada Medical on Facebook — [www.facebook.com/ArmadaMedicalMarketing](http://www.facebook.com/ArmadaMedicalMarketing) and on Twitter — [www.twitter.com/ArmadaMedical](http://www.twitter.com/ArmadaMedical).

## Case Study:

### Adding a Profitable Genetic Testing and Counseling Program

Invision Sally Jobe, a diagnostic imaging network in Denver, hired a certified genetic counselor to augment and enhance its women's imaging services. While breast cancer screening advocacy is well established, breast cancer genetic testing and counseling and programs often fail to attract adequate attention and funding. Armada's goal was to provide Invision Sally Jobe with the proper tools to build demand and increase revenues.

To highlight its specialized counseling services and build awareness of the important and potentially life-saving option of genetic testing for breast cancer risk, the marketing strategy recommended by Armada included initiatives targeting both physicians and consumers through a combination of marketing communications, media relations and social media. For physicians, a clinical case study was created demonstrating the viability of genetic counseling for at-risk patients, supported by direct marketing and physician outreach initiatives. For consumers, in-office marketing created awareness of the program with existing patients, while a PR and social media campaign raised awareness among prospective patients during Breast Cancer Awareness Month.

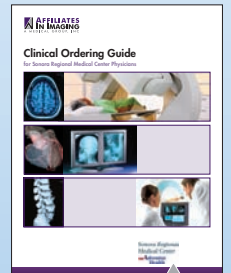


Armada secured stories in local newspapers and on two highly watched TV lifestyle news segments.

## Also In This Issue:

### Featured Communication

### MRI/CT Ordering Guide



### Armada Recognized for Superior Work



and More!

## Case Study:

# Adding a Profitable Genetic Testing and Counseling Program (cont.)

**Figure 1**  
Screening mammography revealed an area of focal asymmetry in the outer left breast area to be causal acute DCI view.

**Figure 2**  
Additional mammographic views of the left breast followed by different views to suspicious abnormalities.

**CASE STUDY**

**Screening Mammogram:** A 50-year-old female patient visited Invision Sally Jobe for a routine screening mammogram. After a focal asymmetry was revealed in the left breast during the screening mammogram (Fig. 1), the radiologist recommended follow-up diagnostic testing.

**Diagnostic Testing:** The subsequent diagnostic mammogram (Fig. 2) and ultrasound revealed no abnormalities. However, the patient's family history (breast cancer in mother at age 47, breast cancer in sister at age 50) made her a candidate for Invision Sally Jobe's RAPP Genetic Counseling program.

**Genetic Counseling:** The patient met with the genetic counselor 30 days after the diagnostic evaluation. Based on results of the patient's Gail model assessment (7%), she would not have been considered "high risk" and offered additional imaging (i.e., breast MRI). However, the comprehensive RAPP assessment indicated significant risk for BRCA2 gene mutations and she was offered genetic testing.

**Genetic Testing:** The genetic test revealed a mutation in the BRCA2 gene (see graph). Women who have an abnormal BRCA2 or BRCA1 gene have up to a 90% lifetime risk for breast cancer. Because of her breast cancer risk, the patient was recommended for a baseline breast MRI.

**FAMILY HISTORY IS NOT ENOUGH**

Graph: Family history analysis using the Gail model curve estimates whether an individual has a BRCA2 gene mutation. Even if these mutations occur in a family, the Gail model will overestimate breast cancer risk in those who do not carry the mutation and underestimate the risk those who do. Only genetic testing can distinguish those family members who are at increased risk from those who are not.

**Case Study: Genetic Counseling**

The Risk Assessment and Prevention Program (RAPP) at Invision Sally Jobe provides detailed breast cancer risk assessment based on personal and family history.

Invision Sally Jobe's Risk Assessment and Prevention Program (RAPP) provides detailed breast cancer risk assessment based on personal and family history. The program is especially useful for high-risk patients because:

- It offers the patient's risk and determines whether further surveillance fully descriptive techniques (breast MRI, etc.)
- It determines whether a patient is a candidate for chemoprevention
- It offers to discuss the risk of breast cancer by as much as 50%
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If you have a patient who can benefit from Invision Sally Jobe's Risk Assessment and Prevention Program, please call our local office at 720-493-3700. You can also reach us online at [www.invision-sallyjobe.com](http://www.invision-sallyjobe.com)

*This case study demonstrated the viability of recommending genetic counseling to women at higher risk for breast cancer.*

## Results

In just 14 months, the number of monthly referred patients increased by almost 500 percent (from 116 to 560), with a total of 1,500 patients consulted and 181 women identified as having a genetic disposition to breast cancer.

Program revenues increased from \$7,050 to \$41,122 during the same time period, which does not include the downstream revenue associated with additional diagnostic testing (including breast MRI) generally recommended once genetic risk has been established.

In addition to providing an invaluable, proactive health service for at-risk women, the genetic counseling program at Invision Sally Jobe — supported by an integrated marketing communications campaign — has been deemed economically viable for the network. 🌐

## Armada Recognized for Superior Work



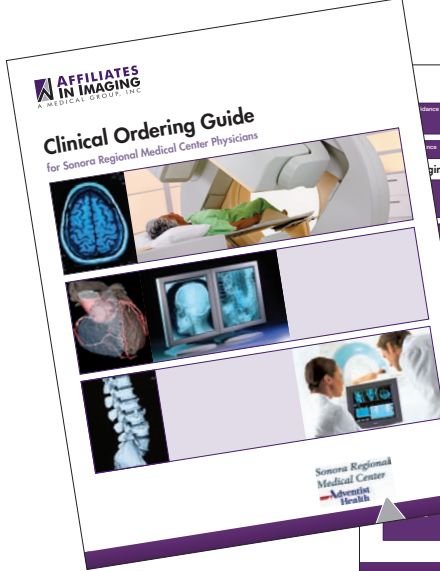
Armada received six awards at this year's Colorado Healthcare Communicators 2010 Gold Leaf Awards — more than any other company or agency. The awards were bestowed for excellence in marketing, public relations and creative design. 🌐



## Featured Communication:

# MRI/CT Ordering Guide

Choosing the right diagnostic test for patients can sometimes be challenging for physicians. Because MRI and CT have crossover applications, and because both technologies are constantly evolving, the referring physician may not know which test is best for certain suspected problems, nor does he or she always know when contrast should be specified. This helpful guide takes the guesswork out of the equation, giving physicians useful insight when selecting the most appropriate imaging test for their patients.



Musculoskeletal Imaging	CT	MRI
<b>Contraindications:</b> No contrast if documented contrast allergy or history of anaphylaxis. Allergy should be noted on order. No contrast if patient has severe renal impairment. Allergy should be noted on order. If necessary, pre-medicate with steroids and antihistamines.	<b>Contraindications:</b> No contrast if eGFR < 30 or documented dialysis.	<b>Contraindications:</b> MRI is contraindicated for patients with certain implants or devices. The body structures and is usually restricted. MRI is contraindicated for patients with certain implants or devices. MRI is contraindicated for patients with certain implants or devices.
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PR Coordinator Haley McLeod proudly displays the "Gold Sponsor" gift from Denver's American Diabetes Association.

## Armada Honored with Gold Sponsor Plaque from the American Diabetes Association

For the fourth straight year, Armada volunteered its public relations services to Denver's American Diabetes Association for its annual fundraising walk. Promoting the one-day walk involved media relations to secure multiple community newspaper stories, calendar listings and two TV segments — one to preview the event and increase the number of walkers, and the other a live shot on the morning of the walk.

The ADA recently held its banquet for the Step Out: Walk to Fight Diabetes and announced that more than \$230,000 has been raised. Armada was recognized for our volunteer work and presented with a Gold Sponsor plaque.

## Welcome New Clients!

Armada is pleased to welcome three new radiology clients: Affiliates in Imaging (Oakland, CA), Northern Arizona Radiology (Flagstaff, AZ) and Radiology Associates of Hartford (Hartford, CT). The new additions bring the total number of radiology centers served by the agency to more than 50 since it began specializing in the industry two decades ago.

