

**FOR IMMEDIATE RELEASE**  
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## Armada to Exhibit at RBMA 2007 Radiology Summit

**Denver**—Armada Medical Marketing will be one of more than 75 exhibitors at the 39<sup>th</sup> Annual 2007 Radiology Summit in St. Louis, MO., May 6-9, 2007. This event is sponsored by the Radiology Business Management Association (RBMA).

With over 1,900 members, including 200 corporate members, RBMA holds two conferences every year, each with an accompanying vendor Exhibit Hall. The RBMA membership consists of anyone actively managing the business of radiology and of the total 1,900 members, approximately 1,700 are business managers.

“We’re an excellent resource for diagnostic imaging centers for both marketing and patient education,” remarked Jim Koehler, President and CEO of Armada Medical Marketing. “We have experience with all modalities and a proven marketing program that can be customized for individual centers.”

Armada has developed successful direct marketing programs for centers targeting referring physicians, as well as consumer advertising campaigns targeting women. The agency’s experience includes:

- The development of brochures and other physician communications describing the various services and modalities offered at a center.
- Communications announcing the availability of new diagnostic equipment (or upgrades) and the advantages over older systems.
- Case studies that discuss specific diagnostic challenges and/or how a particular modality was used in that diagnosis.
- Communications that familiarize referring physicians with a center’s radiological and service expertise.
- Web site development, including content, design (patient-focused), and deployment and maintenance.
- Patient education materials, such as brochures, audio and video presentations, and web-based or interactive presentations.
- The development and ongoing management of consumer media advertising, including newsprint, radio, television and online advertising campaigns.
- Public and media relations campaigns at a local, regional or national level.
- Community outreach and community relations programs to positively affect members of the public and save lives.
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More information about RBMA 2007 Radiology Summit can be found at [www.rbma.org](http://www.rbma.org).

More information about Armada Medical Marketing, including examples of the agency’s work, can be found at [www.armadamedical.com](http://www.armadamedical.com).

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