

# We helped Bracco Diagnostics put “state of the heart” nuclear imaging into cardiology centers nationwide.

## Challenge

How to uniquely communicate the CardioGen-82<sup>®</sup> value proposition, while at the same time make the cardiology community aware of the increasing benefits—particularly with respect to diagnostic image quality—of nuclear medicine for PET myocardial perfusion imaging.



Get to the heart  
of the matter



**STATE-OF-THE-HEART<sup>TM</sup>**

# Thinking

Serious subject matter does not necessarily have to be synonymous with staid marketing. Medical device technologies for serious and often life-threatening diseases and conditions are often met with equally conservative advertising.

We believe in seeing things differently, and to realize marketing in highly conservative medical spaces does not necessarily have to constrain thinking. As long as regulatory and compliance are met 100%, we're going to give 100% effort into every campaign we create—from positioning to strategy to creative execution—we gave it our all for Bracco Diagnostics.

- Brand Creation
- Sales team support/ Education
- Advocacy support for the Academy of Molecular Imaging

**CARDIOGEN-82<sup>®</sup> INFUSION SYSTEM**  
from Bracco Diagnostics Inc.

STATE-OF-THE-HEART<sup>™</sup>

**CARDIOGEN-82<sup>®</sup> RUBIDIUM RB 82 GENERATOR INFUSION SYSTEM**

Can you obtain excellent image quality on both of these patients with your current myocardial perfusion test?

BMI\* = Normal BMI >30

These cases are for demonstrative purposes only. Your results may vary. Data on file.

Cardiac PET with CardioGen-82 offers excellent image quality.<sup>1,2</sup>

- ▶ 2.4x more counts (than SPECT)<sup>1</sup>
- ▶ Increased spatial resolution<sup>1,3</sup>
- ▶ 360° attenuation correction on all scans<sup>1,3</sup>
- ▶ Greater interpretive certainty<sup>1</sup>

See what Cardiac PET with CardioGen-82 can do for you:  
[www.cardiogen.com](http://www.cardiogen.com)

**CARDIOGEN-82 (RUBIDIUM RB 82 GENERATOR) PET MYOCARDIAL PERFUSION IMAGING**

**IMPORTANT SAFETY INFORMATION:** As in the use of any radioactive material, care should be taken to minimize radiation exposure to the patient consistent with proper patient management and to ensure minimum radiation exposure to occupational workers. Radiopharmaceuticals should be used only by physicians who are qualified by training and experience in the safe use and handling of radionuclides and whose experience and training have been approved by the appropriate government agency authorized to license the use of radionuclides. The use is encouraged to avoid negative side effects of prescriptive drugs to the FDA.

Visit [www.fda.gov/radiation](http://www.fda.gov/radiation), or call 1-800-FDA-1088.

CardioGen-82 is manufactured by Bracco Diagnostics Inc.

Please see full Prescribing Information in the packet of this brochure.

**BRACCO**  
LIFE FROM INSIDE

Are your "Normals" this normal?

STATE-OF-THE-HEART<sup>™</sup>

**CARDIOGEN-82<sup>®</sup> (RUBIDIUM RB 82 GENERATOR) PET MYOCARDIAL PERFUSION IMAGING**

**INTERPRETIVE CERTAINTY COUNTS**

CardioGen-82 PET is suitable for your patients:<sup>1-3</sup>

- With diffuse, balanced, or multivessel CAD
- With physical characteristics that may result in a suboptimal SPECT scan
- Whose prior SPECT scan did not correlate with other findings or with clinical impression
- Who are unable to exercise
- Whose situation requires results be obtained as quickly as possible; e.g., evaluation of chest pain and add-ons

[www.cardiogen.com](http://www.cardiogen.com)

**IMPORTANT SAFETY INFORMATION:** As in the use of any radioactive material, care should be taken to minimize radiation exposure to the patient consistent with proper patient management and to ensure minimum radiation exposure to occupational workers. Radiopharmaceuticals should be used only by physicians who are qualified by training and experience in the safe use and handling of radionuclides and whose experience and training have been approved by the appropriate government agency authorized to license the use of radionuclides.

Please see full Prescribing Information available at this booth.

<sup>1</sup> Naranjo TM, Heller DC, Medina A, et al. Diagnostic accuracy of myocardial perfusion PET compared with SPECT for the detection of CAD. *Am J Nucl Med Mol Imaging*. 2005;15(2):133-41. <sup>2</sup> Manning WJ, Brown WJ, Stathis V, et al. Impact of myocardial perfusion imaging with PET and SPECT on cardiovascular disease management: a multicenter study and comparison to coronary disease management. *Am Heart J*. 2006;152(1):133-41. <sup>3</sup> Manning WJ, et al. Impact of myocardial perfusion imaging with PET and SPECT on cardiovascular disease management: a multicenter study and comparison to coronary disease management. *Am Heart J*. 2006;152(1):133-41.

**BRACCO**  
LIFE FROM INSIDE

# Results

# 19%

Bracco realized a significant spike in sales of the CardioGen unit during a three year partnership with us.

Let's get your audience talking about you!

732.389.4500  
lanmark360.com

