



**RADIOLOGY
PRACTICE**

**ADVERTISING
MARKETING
& DESIGN**

The strength of your **radiology practice** is based on several factors: you, as one of the best licensed and board certified radiologists; the state-of-the-art diagnostic and treatment technology you use; the efficient and sensitive patient and provider relations your office provides...**and the extent of your referral base. Since you are a specialist, you depend on referrals from primary care physicians and other practitioners.** We know that because we've worked with some of the most important radiology practices in the region.

We are a full service marketing and advertising agency with a **unique specialization and experience in health and hospital care.** We provide the widest array of services to enhance your practice revenues...

- Creative execution and fulfillment for marketing tools and programs
- Strategic planning
- Collateral design, production and distribution
- Multi-media advertising
- Web Presence and Maintenance
- Presentation and Exhibits... *there isn't much we can't do.*

...and we have a complete understanding of the health care market. Our staff includes experts who have worked with such institutions as New York Presbyterian Hospital and Health System, Columbia University College of Physicians and Surgeons, the New York Academy of Medicine, and New York University Hospital. We have handled group practices and hospitals through the Tri-State Region...so we know the local markets as well.

We work with you and for you. *It's just like having your own marketing staff.* Just go to www.ajross.com to see what we have done. Then call me personally at 1.800.723.4644.

Sincerely,



Allan J. Ross
President

LOGO DESIGN

Your logo, one of the most important components of a successful marketing and advertising campaign, becomes the foundation of your brand identity. It will appear prominently on all your materials, from business cards and stationary to print advertisements and collateral. Your logo will help establish an image and identity for your practice.



**NORTHERN RADIOLOGY
IMAGING**



We believe physicians and administrators want marketing that is effective and affordable, yet remains respectful of the medical profession.

PRINTMEDIA

Print media is an effective way to profile your practice. One of the advantages of print is that you can target your message to reach audiences that meet both your geographic and demographic requirements. Combining powerful creative imagery and enticing copy, we produce print campaigns that get attention.

Care, Compassion, and Tomorrow's Technology
The latest weapons in fighting cancer

When being cancer you would love that were to every possible treatment plan to available right here in Goshen, NY. **Goshen Medical Associates** is a team of dedicated, certified cancer specialists with access to all drug protocol and cancer treatment research in a facility that features tomorrow's technology. The introduction of Yavuz Bone Accelerator with computerized radiation beam technology. We are dedicated, dedicated to improving each patient's life. If you're diagnosed with cancer, call to Goshen Medical Associates could make all the difference.

The best physicians. The best facilities. The finest integrated cancer care. State-of-the-art technology. Now In Orange County.

GOSHEN MEDICAL ASSOCIATES, PC
100 Northland Lane, Goshen, NY 10924 845-291-3623

We are proud to introduce non-invasive, surgery free cancer detection
the first PET scanner to be installed in the Hudson Valley.

Ask your doctor or call us for more information.

PET Positron Emission Tomography can detect cancer deposits earlier than any other non-invasive test available, and can monitor the effectiveness of cancer therapy more accurately. PET is revolutionizing the management of many common malignancies - including breast, lung and colon cancer - and is now available 5 days a week to residents of the Mid Hudson Valley.

The latest technology from people who care.

RIVER Radiology

100 New County Road
P.O. Box 100
845-340-4500

ALL THE ANSWERS IN ONE LOCATION

A WOMAN'S CHOICE

NORTHERN RADIOLOGY IMAGING

1000 Washington Street, Suite 100, Poughkeepsie, NY 12560

All the Answers in One Location

At River Radiology, we have brought together the latest technology in diagnostic imaging into one very convenient state-of-the-art location.

Now the place to get your X-rays, Ultrasound, or Mammograms is also the same place to get your MRI or CT scan. Our new location is within walking distance of both local hospitals and features the most experienced staff of radiologists and technologists in the area.

Only River Radiology offers the fastest, most accurate CT scanner available, a choice of open or high field strength MRI, and a soon-to-be installed PET scanner that will bring a revolutionary new level of care to cancer patients in our area.

When you need diagnostic imaging, there's only one place to go - all the answers.

At River Radiology
Poughkeepsie, NY 12560
845-340-4500

Looks can be Deceiving
It's what's on the inside that counts

914 454 4700
888 XRAY 888
www.DRAimaging.com

I never saw it coming
(Fortunately DRA Imaging did!)

The advanced care that DRA Imaging has to offer, physicians and patients alike will appreciate. DRA Imaging's state-of-the-art technology and experienced staff will ensure that your patient's care is in the best hands possible. DRA Imaging is a leading provider of diagnostic imaging services in the Hudson Valley. We are currently seeking qualified physicians to join our team. If you are interested in this exciting opportunity, please contact us at 914 454 4700 or visit our website at www.DRAimaging.com.

DRA IMAGING
Nancy N. Hill, D.O.
Chairman & Founder

914 454 4700
888 XRAY 888
www.DRAimaging.com

Total Radiology Management through CareCore National

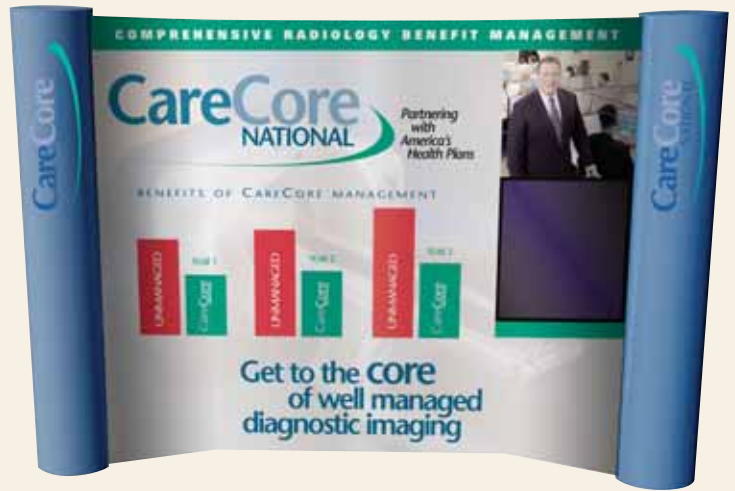
Get to the CORE of well managed diagnostic imaging

Now you can manage your practice and off-investor obligations better, reducing costs from speaking out of control! With CareCore National, our expertise and staff adherence to the highest standards of diagnostic imaging results in reduced unit costs and virtually eliminate unnecessary imaging. Get to the core of well managed diagnostic imaging. Get CareCore National. Call us at 848.288.8133 or visit us at www.CareCoreNational.com.

CareCore NATIONAL
Partnering with America's Health Plans

COLLATERAL MATERIALS

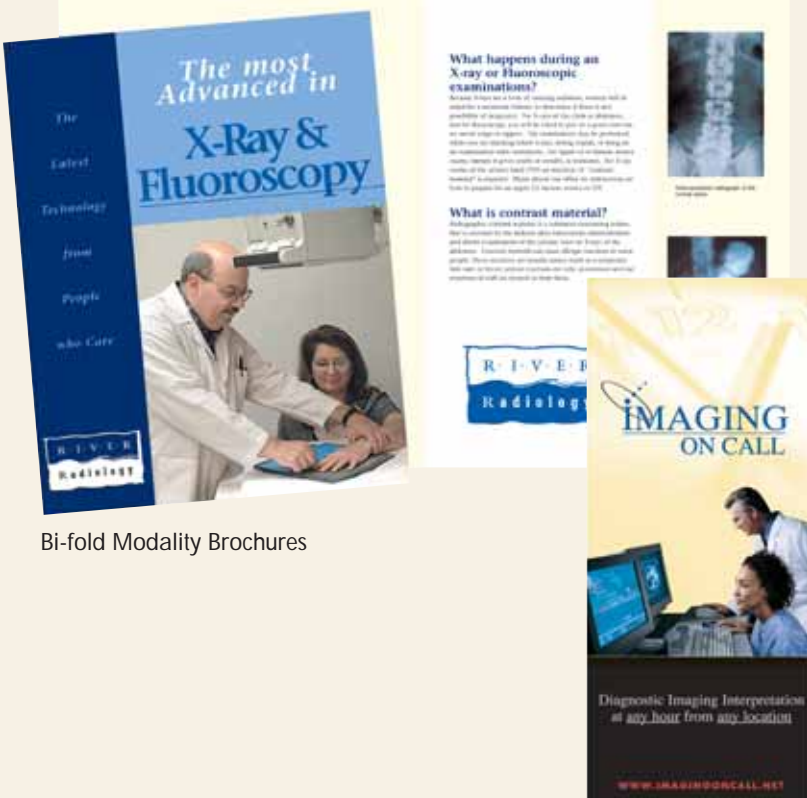
Collateral materials are the foundation of a successful marketing program. Collateral can be found in the form of a brochure and newsletter or as a pocket folder, direct mail piece, event banner or trade show display. Regardless of your needs, we create professional materials that get noticed.



Trade Show Display



Bi-fold Brochure



Bi-fold Modality Brochures



Tri-fold Brochure



Gate-fold Brochure

WEBDESIGN

An estimated 25 million Americans are turning to the web for health-related information and to find out more about particular physician group(s). A.J. Ross and its web designers can put most clients on the Internet for less than they pay for yellow page advertising. We create sites which are visually appealing, easy to navigate, and profile the type of information medical consumers are interested in. Practices large and small need an Internet presence.



BILLBOARD DESIGN



Highway advertising and outdoor advertising can be a tremendous method for generating practice interest and awareness. Billboards can introduce your image and message to thousands of motorists per day. This strategy is ideal for creating brand identity. Let us research and recommend a strategically-placed board for you.

