

<<Date>>

LOGO PLACED HERE

<<Physician Name>>

<<Address>>

<<Address2>>

<<City>>, <<State>> <<Zipcode>>

Dear XXXXX,

Our goal is to provide you access to the latest imaging technology so you can provide the best care possible for your patients. That's why we recently acquired a Siemens Biograph Horizon™ PET/CT system.

How our PET/CT system can impact your practice

Designed with premium technologies that set the standard in PET/CT imaging, the Biograph Horizon offers high image quality and outstanding resolution for early identification of small lesions and metastases for state-of-the-art tumor staging. As such, it can support your efforts to determine treatment efficacy and, as a result, limit the side effects caused by ineffective treatments. In addition, excellent and consistent image quality is supported by standardized exams and automated daily QC for accurate and reproducible quantification of SUV values over time.

Furthermore, PET/CT is a valuable tool in the evaluation of lung cancer patients. Lung cancer is the leading cause of cancer-related death in the United States.* Incorporating PET/CT in the evaluation of lung cancer may help improve patient outcomes, reduce procedure costs, and minimize reliability risk for these patients.

Why premium PET/CT matters to your patients

With its dose-reducing capabilities, the Biograph Horizon supports our efforts to maintain high levels of patient safety while still delivering the image quality you need. High image quality provides more clinical information to improve diagnostic confidence and, ultimately, the ability to monitor treatment efficacy. And, the Biograph Horizon offers built-in capabilities that automate routine daily tasks and protocols, enabling staff to spend more time with patients. As a result, patients may benefit from a more positive imaging experience and may report higher levels of satisfaction due to the efficient and attentive exam.

For more information about our new system and how it may help your patients, please contact us at <<phone number>> or visit <<facility website address or Siemens website address>>.

Best wishes,

<<Facility Name>>

*American Cancer Society. Key statistics for lung cancer; 2016 Feb 8 [cited 2016 Mar 18]. Available from: <http://www.cancer.org/cancer/lungcancer-non-smallcell/detailedguide/non-small-cell-lung-cancer-key-statistics>