

# White Paper

\$6,000 total | \$700 per page for content creation

## Overview

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of biomedical equipment and clinical engineering professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate followup conversations.

## Program Features

*Production time frame - 2.5 weeks from signed insertion date*

- Link from homepage
- Promotional traffic drivers across platforms
- Registration page with two custom questions
- Inclusion in monthly promotional e-blast

## Specs



**Page Count:** not required but recommend 6-10 pages

**Size:** 8.5 (w) x 11 (h) - high res pdf

**Short Description:** 200 words or less

*Additional Materials Needed*

- Advertiser Logo (150x140) with URL 300 dpi, eps, jpg
- Completed whitepaper in PDF format
- Customized registration page

**PHILIPS**  
Healthcare  
Multi-Vendor Services

### Enhancing images and uptime in the radiology department

Philips teams up with The UVM Medical Center to deliver multi-vendor service and support

**Who/where**  
The University of Vermont (UVM) Medical Center, Burlington, Vermont. Named a "Best Regional Hospital" by U.S. News & World Report four years in a row\*

**Challenge**  
Maximize system uptime, streamline workflow, control costs, and improve the patient experience for the busiest and largest radiology department in Vermont.

**Solution**  
Provide a single source of onsite service and support for a full range of highly advanced CT scanners, MRI machines, PET-CT and Spect-CT scanners, Interventional systems, and diagnostic X-ray systems – from Philips and other manufacturers.

**Results**  
The Radiology Department's close working relationship with Philips has led to consistently high quality clinical imaging, predictable system availability, and exceptional patient satisfaction. It began in 2001 with the purchase of a Philips CT scanner. Today, more than 85% of imaging equipment is Philips.

The University of Vermont is committed to diagnostic and imaging expertise – supporting technology. But it's performing at the challenge. "The equipment is, that you have. We can need to keep up so our radiologists need to reach a says Paula Gonyea. "Our close collaboration helped contribute to the department's success."

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