




# MammoScreen<sup>®</sup>

## Practice Partner Marketing Strategy Plan and Lookbook



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# MARKETING STRATEGY PLAN



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# Onsite Practice Partners Marketing and Communications Plan

With more than a decade of experience, Onsite Women's Health knows that a successful partnership requires every available communication tool be leveraged to promote this new service offering to patients. Initiating communication efforts to build awareness and enthusiasm among patients, providers, staff and local community as soon as possible ensures that the program will be successful.

The following strategies have been successful with practices in the past including:

MammoScreen® Marketing Rollout Initiatives			
	Pre-Launch Implementation Timing	Onsite Support	Practice Role
<b>Website</b>			
Add a landing page to the "Services" tab on your website to showcase MammoScreen®	4-6 weeks pre-launch	Can provide verbiage and landing page design	Work with web developer to implement on the site
<b>Phone Messaging</b>			
Add verbiage to the on-hold messaging system as another means of informing patients about the new service	4-6 weeks pre-launch	Please refer to the Onsite suggested language page	Work with hold messaging vendor to incorporate
<b>Digital Marketing: Email, Patient Portal, Text Blast</b>			
Send email/portal/text blasts out to the patient community announcing the new service	4-6 weeks pre-launch	Please refer to the Onsite suggested language page	Work with patient engagement vendor to incorporate
Send second email/portal/text blast	Once service has launched	Please refer to the Onsite suggested language page	Work with patient engagement vendor to incorporate
Include "MammoScreen® is now included with every mammogram" to all text or email WWE exam appointment reminders	Once service has launched (ongoing)		



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Digital Marketing: Letters, Billing Statements			
<b>Reminder Letters:</b> If annual exam reminder letters are mailed, add verbiage about the new service. Example: "MammoScreen® is now included with every mammogram."	Ongoing	Please refer to the Onsite suggested language page	
<b>Billing Statements:</b> Add a "MammoScreen® is now included with every mammogram" banner at the top of every billing statement that goes out to patients	Ongoing	Please refer to the Onsite suggested language page	
Drop off brochures to neighboring primary care offices, breast general surgeons, plastic surgeons, and Ob/Gyn offices to promote new service	First month of new service		Practice to schedule brochure outreach

Social Media & Google My Business			
<b>Social:</b> If there are active social accounts, post an announcement about MammoScreen®. Refer to the materials for sample language. Customizable social copy located on p. 19.	One-month pre-launch	Can provide social media graphics	Assign key person in the practice to manage social media posts
<b>Google My Business:</b> Be sure to "Claim this Business" under the Google map location online and add MammoScreen® to the services/notes section. This helps drive SEO (search engine optimization).	Claim business as soon as possible. Add service upon launch.		To be completed by assigned practice personnel

Other Marketing Materials (Refer to lookbook for sample materials)			
<b>Vinyl Wall Clings:</b> Place in practice exam rooms and bathrooms. (Includes practice logo)	Order placed 4-6 weeks pre-launch	Design with practice logo and print/ship to practice	Approve copy prior to sending to print
<b>Banners:</b> Standing framed banner and retractable banner for the main practice lobby area and event booths. (Includes practice logo)	Order placed 4-6 weeks pre-launch	Design with practice logo and print/ship to practice	Approve copy prior to sending to print
<b>Rack Card:</b> MammoScreen® informational piece with back page customized with practice logo	Order placed 4-6 weeks pre-launch	Design with practice logo and print/ship to practice	Approve copy prior to sending to print
<b>Talking Points:</b> Distribute talking points to providers and staff	Upon launching new service	Can provide talking points	Work with providers and staff to implement

**If you have any questions or need additional information, please contact us.**

We are genuinely excited to partner with your organization to empower your breast-specialized radiologists to detect breast cancer earlier and more accurately, ultimately helping save lives!



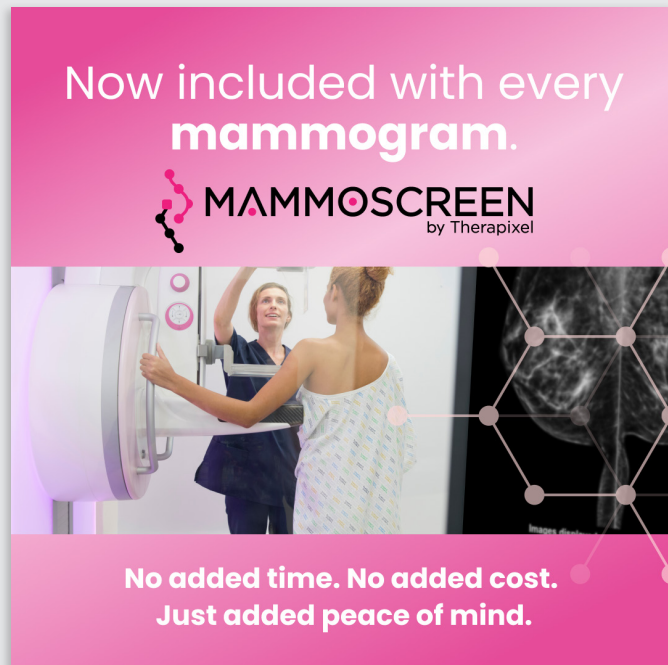
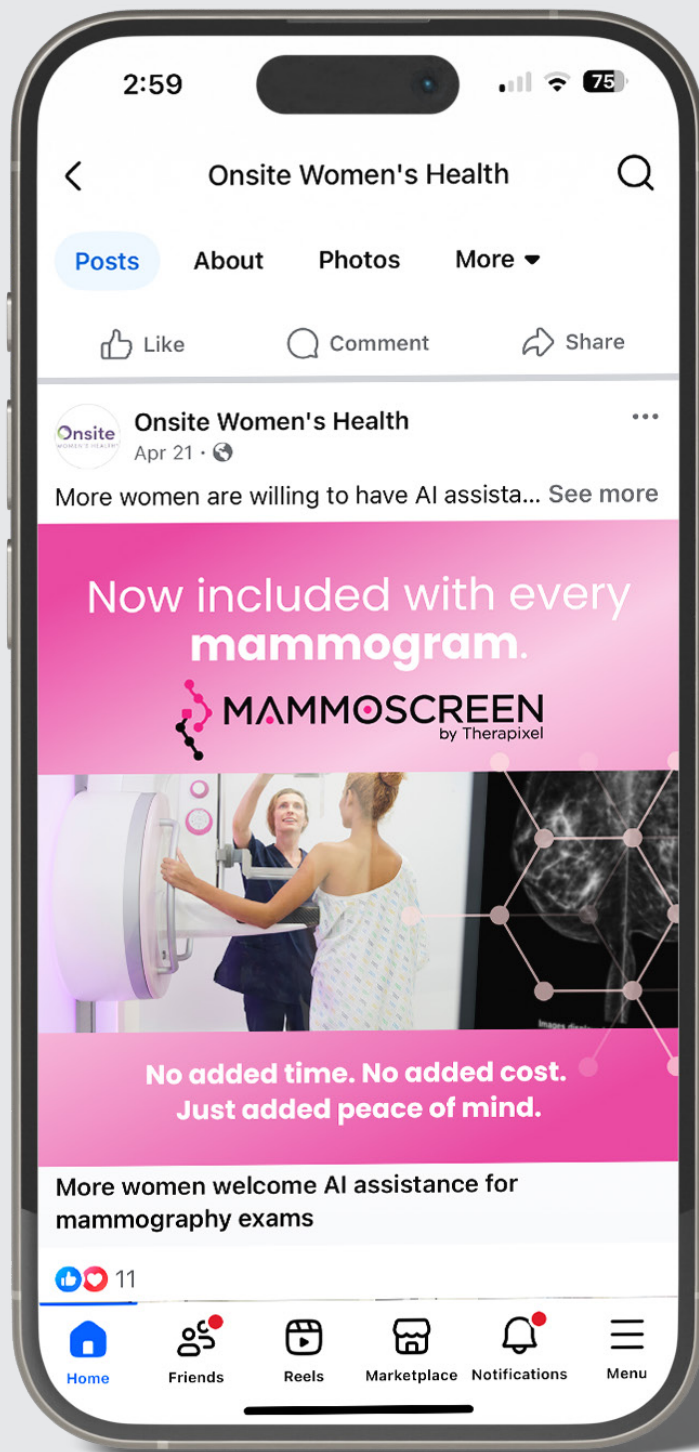
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# KICK-OFF MATERIALS LOOKBOOK



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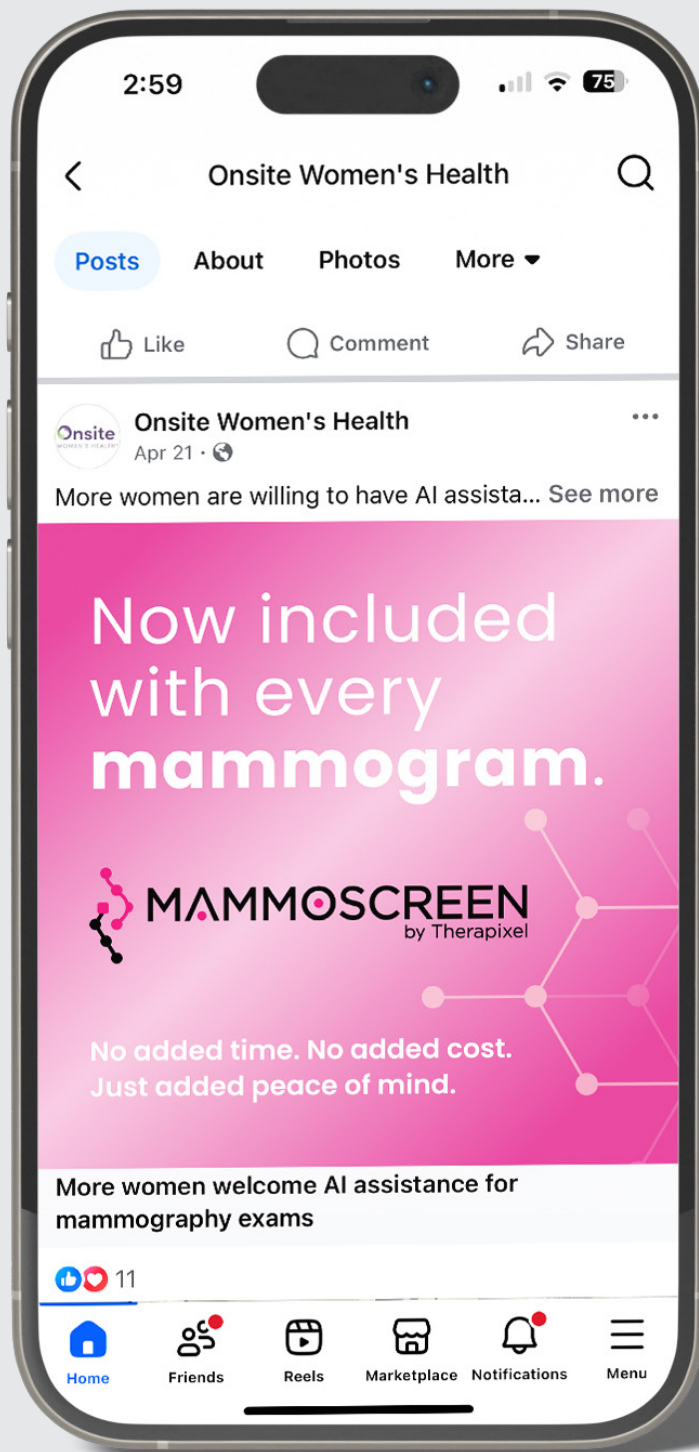




## MammoScreen® "Offered Now" Social Media Post

Size: 1080px x 1080px

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## MammoScreen® "Offered Now" Social Media Post v.2

Size: 1080px x 1080px

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## Understanding MammoScreen® AI: A Smarter Mammogram



### Expert Eyes. AI Support.

At [Practice], our mission is to provide the highest level of care through innovation, expertise, and compassion. That's why MammoScreen® is now included with every mammogram—providing a second set of eyes to empower your breast-specialized radiologist to detect breast cancer earlier and more accurately.

#### What is MammoScreen®?

MammoScreen® is an FDA-cleared artificial intelligence technology that assists your radiologist during image interpretation. Historically, radiologists have had access to 2D Computer Aided Detection (CAD) tools to help mark areas for review. MammoScreen® represents the next generation of clinical support—a deep learning-based model trained on millions of 2D and 3D mammogram images.

Unlike traditional CAD, MammoScreen® can not only analyze both 2D and 3D images but can also incorporate prior images, providing context over time and delivering more refined, consistent support to radiologists. It analyzes your mammogram and provides visual markers and a calibrated score to highlight areas that may need a closer look.

#### How Does It Work?

1. **Your mammogram** is performed as usual using 3D technology
2. **Expert Review:** A breast-specialized radiologist interprets your images
3. **AI Support:** MammoScreen® independently analyzes the same images and flags any findings it believes may need attention
4. **Informed Diagnosis:** The radiologist reviews the AI output alongside his/her own interpretation to make the most informed decision possible

#### What Are the Benefits?

- **Enhanced Detection:** MammoScreen® detects some cancers earlier—in studies, up to 42% one year before diagnosis
- **Greater Accuracy:** It reduces false positives, helping avoid unnecessary callbacks for additional imaging
- **Added Assurance:** Two expert reviews—your radiologist and MammoScreen®—mean more confidence in your results

#### Is It Safe?

Yes. MammoScreen® is FDA-cleared and has been clinically validated in large studies. It does not replace your radiologist, but enhances his/her ability to catch early signs of cancer.

#### Will Anything Change for Me?

**No added time. No added cost. Just added peace of mind.** Your mammogram experience will feel exactly the same—just smarter.

#### Questions?

We're happy to answer them. Just ask any member of our team.

**Early Detection. Smarter Screening.  
Compassionate Care.**

INSERT LOGO HERE  
delete box before placing your logo



### MammoScreen® Patient Rack Card

Size: 4" (w) x 9" (h)

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# A Smarter Mammogram

## Expert Eyes. AI Support.



**No added time. No added cost.  
Just added peace of mind.**

At [insert practice name], MammoScreen® is now included with every mammogram, providing a second set of AI-powered eyes to assist your breast-specialized radiologist in detecting breast cancer earlier and more accurately.

INSERT LOGO HERE  
delete box before placing your logo



**Now included with every mammogram.  
Schedule today!**



### MammoScreen® Poster Insert

Poster Size: 24" (w) x 36" (h)

*Floor banner stand will be delivered with materials.*

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# A Smarter Mammogram

Expert Eyes. AI Support.



**No added time. No added cost.  
Just added peace of mind.**

At [insert practice name], MammoScreen® is now included with every mammogram, providing a second set of AI-powered eyes to assist your breast-specialized radiologist in detecting breast cancer earlier and more accurately.

**Now included with every mammogram.  
Schedule today!**

INSERT LOGO HERE  
delete box before placing your logo



# A Smarter Mammogram

Expert Eyes. AI Support.



**No added time. No added cost.  
Just added peace of mind.**

At [insert practice name], MammoScreen® is now included with every mammogram, providing a second set of AI-powered eyes to assist your breast-specialized radiologist in detecting breast cancer earlier and more accurately.

INSERT LOGO HERE  
delete box before placing your logo



**Now included with every mammogram.  
Schedule today!**

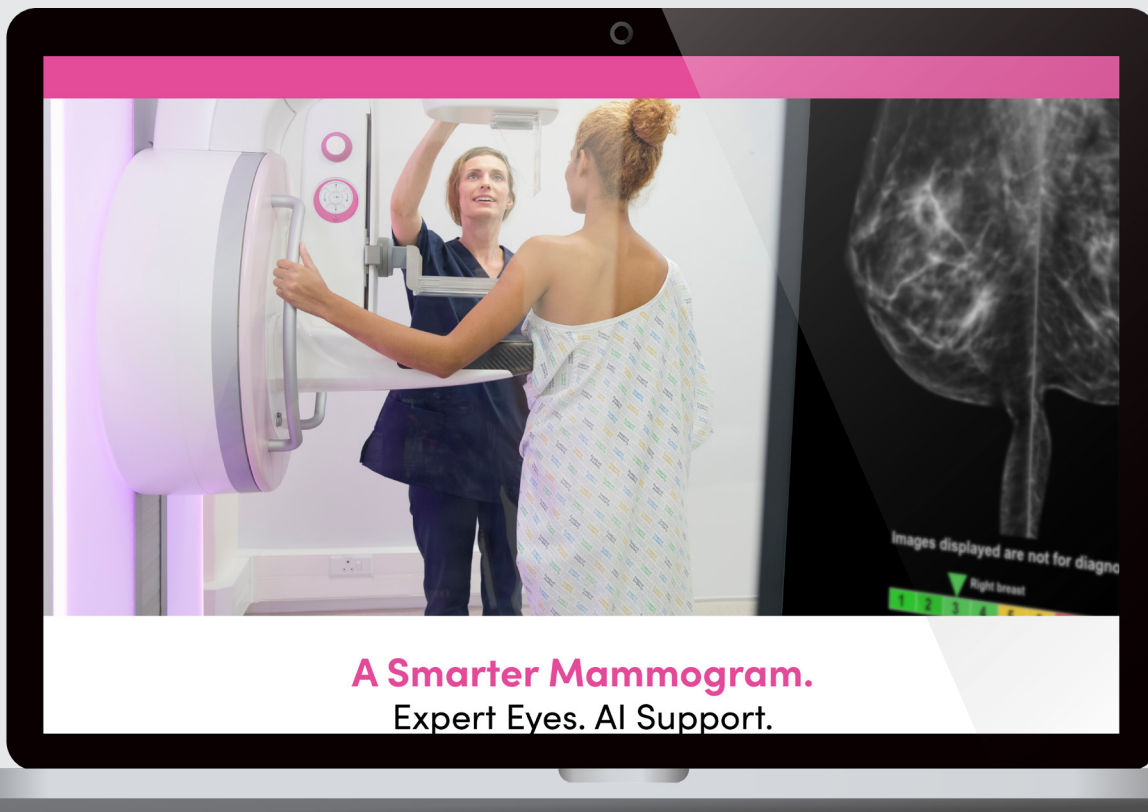


**MammoScreen® Vinyl Cling**

Size: 12" (w) x 18" (h)

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MammoScreen® is now included with every mammogram, providing a second set of AI-powered eyes to assist your breast-specialized radiologist in detecting breast cancer earlier and more accurately.

#### What is MammoScreen®?

MammoScreen® is an FDA-cleared artificial intelligence technology that assists your radiologist during image interpretation. Historically, radiologists have had access to 2D Computer Aided Detection (CAD) tools to help mark areas for review. MammoScreen® represents the next generation of clinical support — a deep learning-based model trained on millions of 2D and 3D mammogram images.

#### What Are the Benefits?

- **Enhanced Detection:** MammoScreen® detects some cancers earlier — in studies, up to 42% one year before diagnosis.
- **Greater Accuracy:** It reduces false positives, helping avoid unnecessary callbacks for additional imaging.
- **Added Assurance:** Two expert reviews — your radiologist and MammoScreen® — mean more confidence in your results.

#### Is It Safe?

Yes. MammoScreen® is FDA-cleared and has been clinically validated in large studies. It does not replace your radiologist, but enhances their ability to catch early signs of cancer.

#### Will Anything Change for Me?

**No added time. No added cost. Just added peace of mind.** Your mammogram experience will feel exactly the same — just smarter.



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## MammoScreen® Web Page

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# Understanding MammoScreen®: A Smarter Mammogram



## Expert Eyes. AI Support.

At Onsite Women's Health, we are continuously evaluating tools to help our affiliated radiologists increase quality and effectiveness. We recently entered into a partnership with MammoScreen®, a breast cancer screening AI. Now, every patient you send to an Onsite-affiliated radiologist for a mammogram will benefit from a second set of eyes without sending the patient for a second opinion.

### What is MammoScreen®?

MammoScreen® is an FDA-cleared artificial intelligence technology that supports radiologists during interpretation. Historically, radiologists have had access to 2D Computer Aided Detection (CAD) tools to help mark areas for review. MammoScreen® represents the next generation of clinical support—a deep learning-based model trained on millions of 2D and 3D mammogram images.

Unlike traditional CAD, MammoScreen® can not only analyze both 2D and 3D images but can also incorporate prior images, providing context over time and delivering more refined, consistent support to radiologists. It analyzes the mammogram and provides visual markers and a calibrated score to highlight areas that may need a closer look.

### How is the workflow impacted?

The process is no different for you or your patient. No additional images need to be taken or provided. Refer the patient for a mammography exam and when the mammogram is evaluated, our radiologists will be equipped with MammoScreen's® evaluation. You and your patients will receive the mammography results in the same timeline since the MammoScreen® evaluation is provided at the time of the radiologist's reading.



### How Does It Work?

1. **Referral:** Send your patient to get a mammogram.
2. **Mammogram Completed:** Patients have their mammogram take place as normal.
3. **Expert Review:** A breast-specialized radiologist interprets your images.
4. **AI Support:** MammoScreen® independently analyzes the same images and flags any findings it believes may need attention.
5. **Informed Diagnosis:** The radiologist reviews the AI output alongside his/her own interpretation to make the most informed decision possible

### What Are the Benefits?

- **Enhanced Detection:** MammoScreen® detects some cancers earlier—in studies, up to 42% of the visible cancer in previous mammogram one year before diagnosis
- **Greater Accuracy:** It reduces false positives, helping avoid unnecessary callbacks for additional imaging
- **Added Assurance:** Two expert reviews—the radiologist and MammoScreen®—meaning more confidence in results

**Is It Safe?** Yes. MammoScreen® is FDA-cleared and has been clinically validated in studies. It does not replace the radiologist, but enhances his/her ability to catch early signs of cancer. This will help your patients receive results they can be even more confident in.

**Will I see MammoScreen's® results?** Not necessarily. The report is shared with the radiologist, and he/she can pass along the results if needed. MammoScreen® reports are not shared with patients or kept as part of the EMR.

**Questions?** We're happy to answer them. Just ask any member of our team.

**Early Detection. Smarter Screening. Compassionate Care.**



**MammoScreen® Provider Talking Points Flyer**  
Size: 8.5" (w) x 11" (h)

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# PRACTICE TEMPLATES



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**Project:** Digital Marketing: Email

### **Smarter Mammograms Are Here.**

In our ongoing effort to provide you with the highest quality care, we're excited to share that your 3D mammogram now includes **MammoScreen®**—an advanced AI technology that provides your radiologist with a second set of expert eyes to help detect breast cancer earlier and more accurately.

#### **What does this mean for you?**

- **Same exam, added peace of mind** – Your mammogram experience won't change, and there's no added cost.
- **Earlier detection** – MammoScreen® has been shown to find some cancers up to 42% earlier.
- **Fewer unnecessary callbacks** – It helps reduce false positives.

This new technology enhances the high-quality care you already receive at **[Insert practice name]**—supporting earlier diagnosis, smarter screening and greater confidence in your results.

Please call our office at the number below to schedule your screening mammography appointment. We look forward to seeing you at your next appointment.

The Physicians and Staff of **[Insert practice name]**



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**Project:** Digital Marketing: Letters\_B\_short

Dear Patients,

Great news! In an effort to provide the highest quality care, we're excited to share that your 3D mammogram now includes **MammoScreen**®—an advanced AI technology that provides your radiologist with a second set of expert eyes to help detect breast cancer earlier and more accurately.

Whether you would like to schedule your mammogram on the same day as your annual exam or at another time that is convenient for you, we can take care of that immediately. Please call our office at the number below to schedule your smarter mammogram appointment.

We look forward to seeing you!

The Physicians and Staff of **[Insert practice name]**



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**Project:** On Hold Message

- 1.) Great news! We're excited to share that our practice now offers MammoScreen® — an advanced AI technology that enhances every 3D screening mammogram. MammoScreen® helps our breast-specialized radiologists read images with greater accuracy and confidence, giving patients added peace of mind. Ask us about MammoScreen® at your next appointment.
- 2.) We appreciate your patience. As part of our commitment to delivering the highest quality breast care, we've added MammoScreen® to our 3D screening mammography services. This innovative AI tool supports earlier detection by helping radiologists identify subtle changes more clearly. MammoScreen® is now available for all eligible patients — because your health deserves the very best. Schedule your mammogram today!



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**Project:** Digital Marketing: Email, Patient Portal, Text Blast and Social Media copy

We're pleased to announce that **[insert office name]** is now offering 3D screening mammography with MammoScreen® AI technology for breast cancer screening. To schedule your smarter mammogram, call **[insert appropriate phone number]** now to schedule your appointment.

**[Insert office name]** offers a full spectrum of services for women's health and now we're excited to announce the addition of 3D screening mammography with MammoScreen® AI technology for our patients. For more information about 3D mammography, or to schedule your next appointment, contact **[insert appropriate phone number]**.

**[Insert office name]** is pleased to announce that 3D screening mammography exams with the added support of MammoScreen® technology are being performed at our office. It's never been easier to get the care you deserve in one place. Call **[insert appropriate phone number]**.

Great news! **[Insert office name]** is now providing 3D mammography services with MammoScreen® technology to our office. Please call us today at **[insert appropriate phone number]** to schedule your visit. We look forward to seeing you soon!



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**Project:** Web Page

## **A Smarter Mammogram. Expert Eyes. AI Support.**

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### **What is MammoScreen®?**

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### **Is It Safe?**

**Yes.** MammoScreen® is FDA-cleared and has been clinically validated in large studies. It does not replace your radiologist, but enhances their ability to catch early signs of cancer.

### **Will Anything Change for Me?**

**No added time. No added cost. Just added peace of mind.** Your mammogram experience will feel exactly the same — just smarter.



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