



FOR IMMEDIATE RELEASE

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RMI Engages in Breast Cancer Awareness Month Company promoting awareness through community involvement

Flint, Michigan – Oct. 21, 2016 — Regional Medical Imaging (RMI) continues its fight against breast cancer with CEO Dr. Randy Hicks leading a fundraising drive while the company continues to offer free mammograms and encourage breast health awareness in the community.

Breast Cancer Awareness Month is a crucial time to remind women of the need for monthly self-examinations, annual mammograms, and being aware of their personal breast health statistics such as breast density, Gail Score, and family genetic history.

Dr. Hicks is promoting awareness through his nomination to the [Real Men Wear Pink](#) drive in Flint. The drive, created by The American Cancer Society, selected 12 area men to promote awareness and raise funds for breast cancer research. RMI is posting our daily engagement with this drive on social media (see www.facebook.com/rmipc).

In addition, RMI recently had 70 staff and their guests join the Making Strides Walk on Oct. 8 in downtown Flint to promote breast cancer awareness. The company also offers [free mammogram days](#) throughout the year for uninsured women 40+ in Genesee, Lapeer, and Oakland counties.

Mammograms make up a significant portion of RMI's business, along with other medical screenings for women such as breast ultrasound, breast MRI, CT, breast biopsies, and [bone densitometry](#). RMI is an American College of Radiology Breast Center of Excellence.

RMI radiologists, most of who hold multiple specialties, are available to work with the media to promote awareness, encourage women to maintain good health, and comment on trending health topics within radiology.

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Story Ideas

To learn more about any of the above subjects, please call us today. RMI radiologists are always available to speak with the press. We will work with you to meet deadlines. From main stories to small filler pieces, RMI wants to be a primary source to inform the public about health care issues related to radiology and women's services. To arrange an interview with any of our radiologists, please **call John Jamieson at 810-720-7544**.

- RMI continues to offer Free Mammogram Days for uninsured women age 40+ in the community.
- Get our radiologists' perspective about the ongoing debate of annual versus bi-annual mammograms.
- Learn why RMI recommends breast MRI in addition to mammograms for women with dense breast tissue.
- RMI's [Dr. David Strahle](#) has been a leader in the radiology community for many years. Learn how his testimony in Lansing led to the passage of PA 517 of 2014 (aka the dense breast law) that requires doctors to inform patients about their breast density and how that affects mammogram results.
- Tomosynthesis is a relatively new and much talked-about exam for mammography. Our radiologists can give you their perspective on tomosynthesis and breast MRI, and why we advocate for MRI.
- Speak to our radiologists, who have seen a multitude of cases and outcomes, about the basics of breast health and women's care.
- Healthcare costs continue to rise, with most insurance plans having high copays and deductibles. RMI's cash pricing (usually 50% or less than other provider costs) helps patients manage their expenses. See the *Wall Street Journal* article: <http://www.wsj.com/articles/how-to-cut-your-health-care-bill-pay-cash-1455592277>
- RMI handles many diagnostic imaging modalities such as fluoroscopy, x-ray, ultrasound, PET, pain management, kyphoplasty, and more. Get a tour, photograph the imaging devices, and speak with the radiologists and technicians about their work.

About Regional Medical Imaging

Regional Medical Imaging is mid-Michigan's premier imaging organization with locations in Flint (on Lennon Road and Villa Linde), Fenton, Grand Blanc, Davison, Lapeer, and Novi. Founded in 1985, RMI is committed to personal attention and respect for patients in a convenient, clean, comfortable setting. The motto "Our family taking care of your family" is the core philosophy of RMI. The company, nationally recognized for excellence, strives to lead and innovate in the field of diagnostic and interventional radiology. RMI has 130+ employees, 18 of whom are specialized radiologists. To learn more about this unique company visit www.rmipc.net.