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Think of It as Random Acts of Awareness

Local Imaging Center Harnesses the Power of Grass Roots Efforts to Strengthen Breast Cancer Awareness Program

Flint, MI (October 15, 2010)—“Randomness drives curiosity and curiosity drives engagement,” writes digital and viral marketing expert Rohit Bhargava in his book *Personality Not Included*. While the element of randomness can also make it difficult to predict the ultimate outcome of viral marketing and public relations campaigns, the power of randomness and surprise creates an energy that captures audience attention and fuels the spread of ideas.

October is Breast Cancer Awareness Month, and Regional Medical Imaging, a radiology practice based in Flint, is launching an innovative campaign that uses elements of randomness and surprise to support the cause, encouraging women to remember to follow annual mammogram recommendations and encourage others in their lives to do so.

RMI is not currently releasing details about the specific “random acts of awareness” they are planning. But local residents can, paradoxically, “expect to be surprised” in public places with unexpected materials and giveaways focused on mammography and breast cancer awareness.

“The campaign uses an approach that some marketing experts refer to as viral or nontraditional marketing,” said Randy Hicks, M.D., President of RMI.

“It’s an unusual approach to medical marketing,” he said. “But we have found that pushing the envelope with our marketing works well. Our ‘New Breast Friend’ campaign last year was controversial to some people, but it was effective in capturing attention. More importantly, it



motivated more women to come in for mammograms. We hope these new efforts will carry that success even further.”

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About RMI

RMI began in 1985 as a private, outpatient-based imaging facility with a goal of offering patients an alternative to hospitals for radiology services. Today RMI continues its commitment of providing state-of-the-art equipment in a patient-friendly atmosphere at its offices in Flint, Fenton, Grand Blanc and Davison. For more information, visit www.rmipc.net.

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