



**IDN SUMMIT**  
AND REVERSE EXPO



**STRATEGIC  
QUALIFIED  
CONNECTIONS**

[DOTmed Home](#)

[Daily News](#)

[Other News Features](#)

[Forums](#)

[Advertise](#)



News

SEARCH

[New Listings](#) [Post Listing](#) [Post Auction](#) [Advertise](#)

**Current Location:** [DOTmed News](#) > [News Headlines](#) > This Story

Tweet [in](#) [Share](#)

## THINK OF IT AS RANDOM ACTS OF AWARENESS

October 20, 2010

Flint, MI - "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.

[Story Continues Below Advertisement](#)



**We want to buy your Siemens Symphony or Avanto MRI -- today!**

Top Dollar Paid, Fixed or Mobile. Call our Siemens Specialist for a Quote today -- 212-558-6600 Ext. 250



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."

-###-

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](http://www.rmipc.net).

[Forward](#) [Print](#) [Send us your Comments](#)

**Never Miss a Story**

**Sign up for email alerts**

With Dunlee, You Get More



Technical Webinars

Glassware Solutions

Tuition Assistance

Dunlee Academy

24 x 7 Support

Dunlee App

**DUNLEE**

A Division of Philips Healthcare

### More News Headlines

**Medtronic CoreValve® System Receives FDA Approval for Transcatheter Valve-In-Valve Procedures**

**Illinois Hospital Upgrades X-ray Rooms, Portable Imaging Systems With Carestream's Wireless DRX Imaging Solutions**

**DEPUY SYNTHES COMPANIES ENHANCES ADULT DEFORMITY OFFERING WITH FOUR NEW PRODUCTS AND A NEW EDUCATION SOLUTION** System Designed to Advance Patient Outcomes, Reduce Procedural Complexity and Provide Comprehensive Surgical Options

**U.S. Supreme Court Will Not Hear Challenge to Affordable Care Act's Independent Payment Advisory Board at This Time**

**Spellman High Voltage Adds the XRBC Monoblock® to its Extensive Array of X-Ray Source Offerings**

**Sonitor RTLS Technologies to Showcase New Quad-LT Transmitter Series at HIMSS 2015** The new generation of versatile RTLS technology offers more coverage with less infrastructure

**Medtronic Announces Japanese Regulatory Approval of CoreValve® System**

**Bradford Teaching Hospitals completes one of UK's largest image migration projects**