



CASE STUDY

United Medical Systems – How An Industry Pioneer Expanded Operations Throughout The Americas

Many market pioneers fall by the wayside because they are unable to capitalize on their initiative. United Medical Systems is an exception. The company pioneered the concept of sharing state-of-the-art medical systems among hospitals and medical centers.

**Cost-Effective
Lithotripsy Service**
For Your Ambulatory Surgery Center

United Medical Systems provides turnkey lithotripsy services to ambulatory surgery centers and hospitals on a scheduled fee-for-service basis. UMS factory-trained engineers set up and calibrate state-of-the-art ESWL (Extracorporeal Shock Wave Lithotripsy) systems inside your facility the night prior to use, and ALS-certified technologists perform the procedures. You'll be providing much-needed services now for payment by Medicare in your ambulatory surgery center.

To learn more about our service, call 1-800-516-9425 or visit our web site at www.ums-usa.com.

Solutions for better patient care

UMS
UNITED MEDICAL SYSTEMS

Using specially equipped vehicles UMS brings brachytherapy, lithotripsy, stereotactic breast biopsy, PRT scan and MRI imaging diagnostic and treatment systems to participating hospitals and medical centers on a regularly scheduled basis.

These turnkey systems are provided on a fee-for-service basis that includes set-up by factory-trained engineers and operation by certified medical technologists.

This service enables medical centers and community hospitals that cannot justify the acquisition of expensive medical technology or the hiring of hard

to find, highly-trained medical technologists to provide the same diagnostic services that are found in Boston's largest teaching hospitals.

Results:

AAI worked with UMS from the start providing the advertising and public relations services that fueled the company's steep growth in establishing exclusive contracts with over 400 medical centers in the U.S, Canada and South America.

AAI Advertising Associates International

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