



InterMed's Nuclear Medicine Business Brings Quality Imaging into Focus

by Julie E. Williamson

**INTERMED
NUC MED**

Those in the market for high quality, cost-effective nuclear medicine cameras need look no further than InterMed Nuc Med. The business - located in Alachua, FL - sells both new and used cameras and services most manufacturers and models, and is proud to provide quality, cost competitive services that are unparalleled in the industry.

Of course, InterMed Nuc Med's customers will benefit from the same level of expertise and commitment to excellence that has made InterMed an industry leader for nearly 15 years. InterMed is able to meet customers' complete technology management needs by uniting sophisticated technology with knowledgeable professionals who are well-trained and equipped to understand technology management, anticipate customers' long-term needs, and foster enduring, trusting and highly personalized business relationships.

Here Danny Hamm, Vice President of Sales for InterMed Nuc Med, lends more insight into the customer-centric services the business provides, what he believes is at the root of the company's success, and what customers can expect from InterMed Nuc Med in the near future.

What products and services does InterMed Nuc Med offer?

We are a multi-vendor sales and service company. We service nearly all manufacturers and most models of cameras, and we also sell practically everything we service. We have the ability to sell new, used, and reconditioned equipment. We also perform installations, relocations, and de-installations of nuclear cameras. In addition, InterMed Nuc Med also offers nuclear training classes to hospitals and other facilities and service organizations. We offer both Nuclear Basics and Machine Specific Classes.

To what do you credit this business's enduring success?

InterMed has been in business approximately 15 years, and we have been offering nuclear medicine service for the last 8. I believe it's

our philosophy of doing whatever it takes to service our customers that has allowed us to succeed and to build and maintain long-term relationships with our customers. We don't have the brand recognition of the big manufacturers, so in order for us to be able to compete with them we need a competitive advantage - and the main advantage is the personal service we provide our customers. Our company has been 100% debt-free since we opened the doors, which means we are able to operate on smaller margins and then pass those savings on to our customers. Still, it's important to point out that we don't sell on price; we sell on value. If our customers have a service issue, they go home at the end of the day not having to give it another thought because they know our engineers work with a sense of urgency and always do absolutely everything in their power to resolve customer issues as quickly as humanly possible.

Another key factor to point out is that because InterMed Nuc Med doesn't manufacture any products, our only goal when consulting our customers is to do what is best for them. While most OEMs would obviously push their own product, our interest is in selling our customer what makes the most sense for their facility based on the

expected life of the equipment, their budget, service cost, intended use, patient thru put, along with several other factors. We value our relationship with our customers above anything else, and that comes across in everything we do.

We know that technology is continuously evolving and that customers need to have access to companies that can stay abreast of those technological changes. How does InterMed Nuc Med meet those needs?

First and foremost, our engineers are constantly researching new ideas and processes to better service our customers. InterMed's ownership promulgates the importance of staying one step ahead of our competition throughout our company, and they reward us for doing so. Whether it's attending continuing education courses or flying to a manufacturer's office for hands-on training, our engineers and administration strive for continuous and never-ending improvement.

What does the future hold for InterMed Nuc Med?

The future is extremely bright for InterMed Nuc Med. We are currently nearing the completion of our new Nuclear Staging area, which is a climate-controlled area for our engineers to install, operate, test, and work on a variety of nuclear cameras. Not only will this benefit our engineers, but when we have a customer who isn't sure which camera to purchase, they can tour our facility and operate several different makes and models to find out which camera will best fit their needs. Our coverage area is also expanding, allowing us to offer our services in cities where we have not been able to in the past. 2008 has started off exceptionally well and is getting better by the week, which is indicative of how the division has grown since its inception. As the vice president of sales for nuclear medicine, part of my job is to make sure we maintain the aggressive growth we have experienced since day one. Along with the support and hard work of our engineers, ownership, and administration, our customer-focused and quality-driven company will continue to work tirelessly to be the absolute best in the industry.

For more information on InterMed please call 800.768.8622 or visit www.intermed1.com.



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