

Liz Mugo

From: Sara Macke [smacke@rdionline.net]
Sent: Friday, March 30, 2007 3:17 PM
To: quest
Subject: Quest Awards Entry: Ideas That Wow!
Attachments: RDI - Photo Quest Awards Entry.pdf

Please accept this is our entry to the Quest Awards. Digital copy is attached, see narrative below.
The hard copy is in the mail.

Thank you,

Sara Macke

Director of Marketing

Radiology and Diagnostic Imaging

Owensboro, Kentucky

The Skeleton Van

Radiology and Diagnostic Imaging, Owensboro, Kentucky's premier provider of radiological care, offers a warm, caring and compassionate environment with state of the art technology. The doctors, technologists, and staff at RDI are dedicated to give our community the care and courtesy they deserve. We are always looking for ways to better serve our patients needs and lower the occurrence of patients being late or missing their appointments. Patients having to depend on public transportation, taxi cabs, or family and friends can often be the reason they would cancel...What if we offered them a FREE shuttle service and make it wheelchair accessible?

In 2001, we got together with our ad agency at the time and began to brainstorm the concept of the courtesy shuttle. The main objective was to make this "traveling billboard" as eye catching as possible. The agency returned with a few normal ideas and one that they thought we would never go for...an x-ray of the van. Of course, it was so out of the box, we wanted it. From then on it was known around the community as "The Skeleton Van." When it came time to recover the van in 2006, we reproduced the same image with modifications. The van stays parked just outside the entrance to our center so our patients can associate the van and our name. We are excited to be able to provide such great service to our patients and at the same time give the community something to talk about.