



Custom Media

“I can get blank CDs and DVDs anywhere, why would I want to pay extra for custom media?”

We’ve all heard, or maybe even thought this at one time or another. The fact is the kind of media we can get “anywhere” is consumer grade and may be fine for copying music or sending a friend photos of your fishing trip to Cabo but the kind of data and images that generally wind up on custom media, particularly for medical use, demands higher standards. Therefore, the media used to produce SST’s custom media is not only of the highest quality, it is also **Registered with FDA as Class 1 device. It is important to remember that media used to store medical images is regulated by the FDA (21 CFR 892.2010).**

Aside from the quality and FDA registration, the most obvious difference is the look of the product. This isn’t just a disc, it’s a marketing tool which has the power to increase brand loyalty for your institution - brand loyalty for physicians and patients. Most organizations give considerable thought to their name and logo. Like the letterhead on your stationary, this isn’t just information - it tells all who see it something about you even before they read a word. But you already know this or you’d be down at the discount stationary store right now buying cheap media.

Background

CD-R media began gaining popularity in the medical industry in the mid 1990s when it was starting to be used for data capture and exchange in cardiology. Over time, the DICOM (Digital Imaging & COmmunication in Medicine) Working Groups developed standards for CD and DVD to be used for information exchange with other modalities as well such as CT, MR, NM, US, MG, DX and others. Today, both Radiology and Cardiology have adopted CD and DVD as the digital replacement for film.

Every modality or department in the hospital can benefit by using SST’s custom media.

- Cardiology – Referring physician exchange
- Ultrasound – Prenatal image copies for patients
- MG – Exam copies for patients
- CT/MR – Full fidelity copies of images for referring physicians
- CR/DR – Referring physician copy, in-house copy
- CT/PET – Copy for fused image to referring physician and Oncology Center

Content on Media

Another thing to consider. A popular new trend is for institutions and certain departments to deliver specific content preloaded on the custom media it distributes. More than just text, this information could include diagrams and even video clips. Some examples include:

- Hospital Services and Programs – directed at future patients, physicians and vendors. Web sites often contain this type of information but a CD or DVD can be more focused and less complicated.
- Regimen for Post Operative Care – directed at the patient to promote rapid return to pre-procedure functionality. A vast improvement over the traditional printouts most often used. Include suggested dietary information and /or exercises with diagrams and even video clips.
- Nutritional Information in conjunction with Prenatal Images – directed at expectant mothers to promote optimal health of mother and child.
- Preoperative information for new patients – directed at patients to alleviate concerns and insure the best outcome. Provide a timeline for dietary and medication instructions in preparation for the procedure.



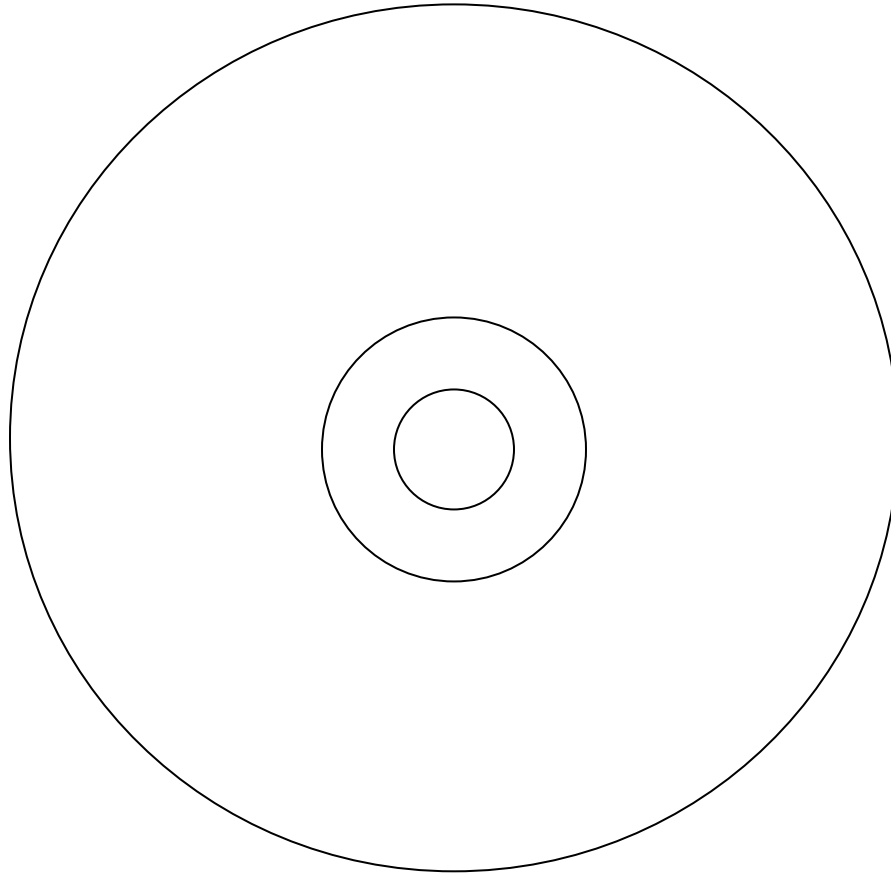
Define your custom media

Media Type	<p>CD-R74 (650MB) – this is the original CD-R format used for older, slower speed drives and often specified by large modality manufacturers such as Siemens, GE, Philips and Shimadzu. This media will work in all drives, old and new alike, and is the most widely used for medical applications.</p> <p>CD-R80 (700MB) – well suited for newer drives and digital modalities such as Mammography where drive speed is 12X or higher.</p> <p>DVD-R (4.7GB) – this is the most widely used DVD format for medical use. Ideal for very large studies (i.e. 64 slice CT) or summary compilations.</p> <p>DVD+R (4.7GB) – much like the difference between CD-R74 and R80, DVD+ was a later development that improved on the original format. Most newer drives can write and read both formats but DVD-R remains dominant because of its compatibility with older drives.</p> <p>USB-Flash Drive (4GB, 8GB, 16GB) – used for Ultrasound and Radiology Workstations. Newer EMR (Electronic Medical Record) systems have also begun using USB for Personal Health Record output.</p>
Packaging	<p>Standard Jewel Boxes – if you intend to store your discs on a shelf or in a rack, this is your best choice. Packed 10 to a box, each box includes blank spine labels for easy identification. Using Jewel boxes also provides another opportunity for customization. We can design an insert to go inside the front cover. This will go the extra step in promoting your organization or department</p> <p>Slim Jewel Boxes – for those who want the protection of a hard case with less bulk. One potential drawback is the loss of room for spine labels – other than that, this is a good choice.</p> <p>Cake Box – sometimes referred to as spindles, cake boxes are available in capacities of 25, 50 and 100 pieces.</p>
Unique Design	<p>Send us your graphic image. The preferred format for graphic or logo data is Adobe Illustrator (AI) but EPS (Encapsulated PostScript) format, vector graphic file or a high resolution jpeg file will be fine.</p> <p>Next, we'll need a list of the other static information you'd like printed on the disc such as addresses, phone numbers, etc. as well as labels for the dynamic information which is generally hand written in the spaces provided.</p>
Background Color	<p>Because most discs will include space for writing unique information, white is by far the most widely used background color but any PMS (Pantone Matching System) color can be specified.</p>
Layout	<p>Lastly we'll need a rough layout showing how you'd like to see the above information arranged. The template below is provided for your convenience.</p> <p>It's that simple. We'll work up the layout and get it back to you within a few days for any desired changes or your final approval. Once we have your sign-off and purchase order, your custom media will be printed, packed and on its way to you within two weeks at most – often sooner.</p>
Order Size	<p>Like the physical media, the processes used in creating custom media are the very highest quality silk screen or offset press. Because of all that's involved in setting up a custom order run, the minimum order size is 500 pieces adjusted to match case lots depending on packaging options chosen.</p>

For any questions or requirements not covered by the above options, please call us at 800-944-6281 and we'll do all we can to answer those questions or meet those requirements.



Custom CD / DVD Quote Request Form



Media Type: CD-R74 CD-R80 DVD-R DVD+R USB

Packaging: Jewel Box Slim Jewel Cake box 25 50 100

Background: White Other (please specify PMS color) _____

Quantity: 500 1,000 2,000 3000+

Company Name: _____

Address 1: _____

Address 2: _____

City / St / Zip: _____

Phone: _____

Fax completed form to 408-350-3100 or if you have questions- Call 800-944-6281