<Facility Logo>

<Date>

<Physician Name>

<Address>

<Address 2>

<City, State, Zip>

Dear <Name>:

We have exciting news to share with you, your practice, and your patients: An industry-leading MRI system, **MAGNETOM Lumina 3T**, has arrived at <Facility Name>

When it comes to patient care, your expectation is excellence. That’s why we’ve invested in a new MRI that offers top quality images, efficient exams... and more.

MAGNETOM Lumina 3T MRI offers a wide bore that adapts to your patients’ needs and initiates the optimal scan protocol — delivering the clinical information you need to diagnose *and* the fast, comfortable exam they want.

MAGNETOM Lumina also offers BioMatrix Technology, which benefits you and your patients with:

Speed & Efficiency

3T MRI enables faster, more accurate scans to minimize motion artifacts and sedation, and decrease time-to-results.

Adaptability & Consistency

BioMatrix Technology adapts to patient differences, reducing exam variations and rescans, while enhancing results.

Precision   
Increased sensitivity enables higher resolution images, for clearer clinical answers.

Enhanced Patient Experience

Extra space, lightweight coils, and free-breathing sensors deliver phenomenal patient comfort.

Experience MAGNETOM Lumina 3T and consider <Healthcare Facility> when making your next MRI referral.

For more information, please call <XXX.XXX.XXXX> or visit us at <URL>.

Sincerely,

<Sender Name>, <Sender Title>   
<Healthcare Organization>