

PROJECT OVERVIEW

CLIENT: Curvy Girls Scoliosis Support Group of Ottawa

PROJECT: EOS System **White Paper**, "5 Reasons Why Any Children's Hospital Needs A Low-dose X-ray Machine."

GOAL(S): To convince children's hospitals to obtain a low-dose X-ray system, like the EOS system.

KEY COMPONENTS: A numbered list white paper that 1) explains the harm repeated X-rays cause children who require repeated X-rays to track their conditions (e.g., scoliosis); and 2) presents the EOS system as the right solution.

COPY CLOSE-UP 1

Reason 2: Reduced Incidence of Life-Threatening Illnesses

This subsection showed how repeated radiation exposure using regular X-ray machines has negative effects on the human body, and how these risks are higher for children because their bodies are more vulnerable to radiation.

COPY CLOSE-UP 2

Reason 5: Ultra-Precise Diagnostic Imaging

This subsection explained one of the benefits of the EOS system, which is its ultra-precise diagnostic imaging capability. Knowing healthcare professionals base their treatments on diagnostics tests, the more precise the tests, the better, more targeted the treatment can be.



“ Milena and John wrote the white paper that convinced the regional children's hospital to purchase a low-dose (X-ray) EOS system that will benefit all children needing X-rays. The \$1 million machine had been on a wish list for nearly 9 years, and shortly after their white paper, the EOS was purchased. Without Milena and John's work, it would have stayed much longer on the list.

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RESULT:

The Children's Hospital of Eastern Ontario (CHEO) now has a EOS system to benefit all children who require X-rays in the region.

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