

**Hallmarq**  
Visionary Veterinary Imaging

# Standing Equine MRI



Including Q-Care, world-class  
support program

# The proven game changer in lameness diagnosis

Magnetic Resonance Imaging has long been an imaging method of choice in human medicine, and it has become a gold standard for diagnosing pathology. Hallmarq's Standing Equine MRI (sMRI) system brings the same diagnostic capability to equine clinical practice.

With the equine patient at the forefront of every design decision, our unique sMRI delivers accurate, convenient, and affordable diagnostic capabilities, allowing you to offer the most advanced lameness

diagnosis modality on an out-patient basis. Exclusively backed by Q-care, our world-class support program, we guarantee unparalleled support from a team dedicated to your success. With over 100 systems installed at equine practices worldwide, why not partner with the experts in equine MRI?

**Accurate. Convenient. Affordable.**



## Accurate

Diagnostic in over 90% of cases, sMRI can accurately identify the specific cause of lameness and the degree of pathology which leads to a full understanding of the injury. This means an optimal treatment plan can be initiated immediately with confidence.



## Convenient

Bring all the benefits of MRI to your practice, without the complications of general anesthesia. The horse remains standing throughout and, in most cases, can be seen as a day patient.



## Affordable

Low upfront costs include the option to choose a modular solution or a purpose-built room. A unique pay-as-you-go model means that, with approximately 8 cases per month, the system soon pays for itself.

## Accurate

### Diagnostic

Diagnostic in over 90% of cases, sMRI accurately identifies the specific cause of lameness.\*

### Complete distal limb

High quality diagnostic imaging extends from the foot to the carpus or tarsus.

### Gold standard

sMRI assesses both bony and soft tissue injuries that other modalities may not be able to detect.

### Complete evaluation

Understand the full extent of the injury to determine an optimal treatment plan.

### Targeted treatment

An accurate diagnosis means treatment can be targeted to the known cause of lameness, reducing recovery time, and increasing client satisfaction.

## Convenient

### Readily accessible

Offer your clients access to advanced musculoskeletal imaging, without the need for referral.

### Standing procedure

Bring all the benefits of MRI to your practice, without the complications of general anesthesia.

### Outpatient case

Performed under light sedation, MRI cases can be dropped off and collected in the same day.

### PACS integration

Seamless integration with PACS systems and DICOM standards means images can be read using any standard workstation software.

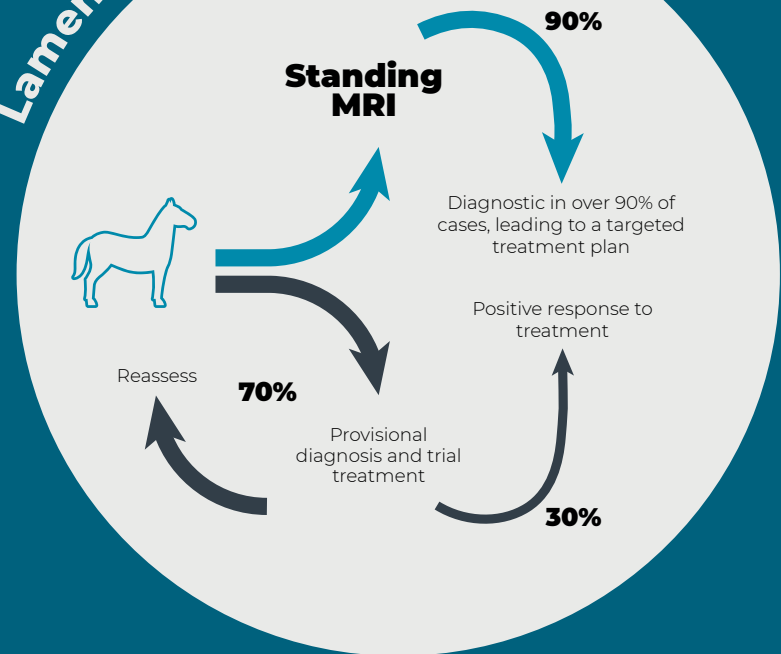
### Teleradiology compatible

You have the freedom to choose your own radiologist for image interpretation.

### In-house experts

Full site planning assistance from our own architect and project planner.

## Lameness diagnosis cycle



**“The team at Hallmarq continue to find innovative approaches to improve motion correction and reduce slice thickness. When I use their images at International conferences, I am repeatedly asked if they were taken with a high field magnet.”**

*Dr. Sarah Taylor, BVM&S MSc PhD Cert ES(Orth) DipECVS  
DipECVSMR MRCVS, The University of Edinburgh. The Royal (Dick)  
School of Veterinary Studies*

\*Byrne, C.A., Marshall, J.F., Voute, L.C. (2020) Clinical magnetic resonance image quality of the equine foot is significantly influenced by acquisition system. Equine Vet J. 00, pp1–12

## Affordable

### Minimize upfront costs

Both modular and purpose-built rooms offer low upfront costs.

### Pay-as-you-go

Hallmarq's unique pay-as-you-go model means that, with approximately 8 cases per month, the system soon pays for itself.

### Reflects seasonality

Seasonal variation in caseload is accounted for with our pay-as-you-go model.

### All-inclusive support

We've got you covered with outstanding remote support, training, software upgrades, replacement radiofrequency (RF) coils and spare parts included in your annual contract.

### Customer priority

Taking away the guesswork means that your customer's money is spent on the correct treatment.

### No GA cost

sMRI is cost effective without the need for general anesthesia.

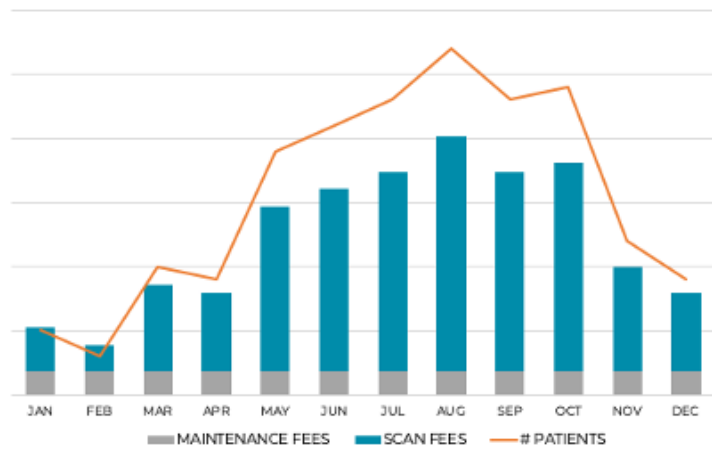
### Downstream revenue

Build a referral business, gaining downstream revenue from medical and surgical treatments following sMRI diagnoses.

### Increase referrals

Strengthen your referral network by providing accessible advanced imaging to local ambulatory practices.

YOUR FEES FLEX WITH YOUR CASELOAD



## Unique technology

### Open magnet design

Our patented design includes a unique open, thin poled magnet and equine-specific RF coils.

### Motion correction

Award-winning motion correction software aids accurate diagnosis of the standing horse under mild sedation.

### Optimized protocols

Veterinary-specific software includes an array of MRI scan options, with equine optimized imaging protocols for efficiency and ease of use.

**“Since installing Hallmarq's Standing MRI in 2013, we have performed hundreds of examinations of the lower limbs, primarily in Thoroughbred racehorses. It is invaluable in identifying injuries that are not visible with conventional modalities”**

*Dr. Paul Robinson BVSc DACVS-LA. The Hong Kong Jockey Club*

## Modular room

### Reduced up front costs

For minimal initial capital outlay, we can deliver and install our equine modular room.

### Simple to install

You provide the space, power, and an internet connection and watch your sMRI create a revenue stream from day one.

### Versatile

Can be placed on any hard surface at your practice with no compromise on efficiency or image quality.

### Self-contained

The unit is fully weatherproof, air conditioned and RF shielded.



Hallmarq Modular Room

## Standard room

### In-hospital installation

Hallmarq's sMRI can be installed in either a purpose-built room or existing building to best utilize your available space.

### Spacious room

Using an existing clinic room ensures a spacious operating area for the sMRI system and your staff.

### Customize to fit

Build a room to your specification, taking the workflow of your clinic into consideration.

### Co-ordinated install

Feasibility study, site planning and supplier advice ensures a design and installation plan suitable for your practice.

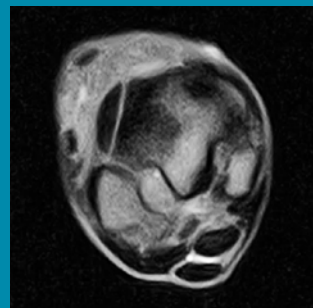


Hallmarq Standard Room

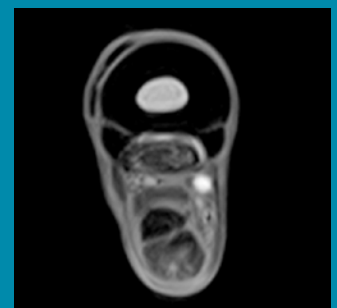
©Image courtesy of Oklahoma Equine, USA



DDFT Lesion



3rd Tarsal Bone Fracture



SDFT Lesion

# Experience a new level of care.

Q-Care delivers unique solutions to support your practice, reduce risk and help drive business growth. We include things you might pay extra for with other systems.

**“I am very pleased with the personal approach to your clients, from all levels of your organization”**

*Peter van Oijen -  
Veterinair Centrum Someren*



# Complete care with your practice in mind

Gain a competitive advantage through Q-Care, Hallmarq's world-class support program, our commitment to supporting your practice at no extra cost.

## Start-up

Hit the ground running as we bring 20 years of experience to your installation process, including on-site and remote operator training and certification.

## Remote Support

Our team of experts are dedicated to supporting your system and are here to help with real time queries and assist in emergencies.

## Uptime guarantee

We are the only company to offer this commitment to your system availability.

## Remote monitoring

Leveraging our proven ability to spot problems before they affect you, remote monitoring often provides critical information for on-site service.

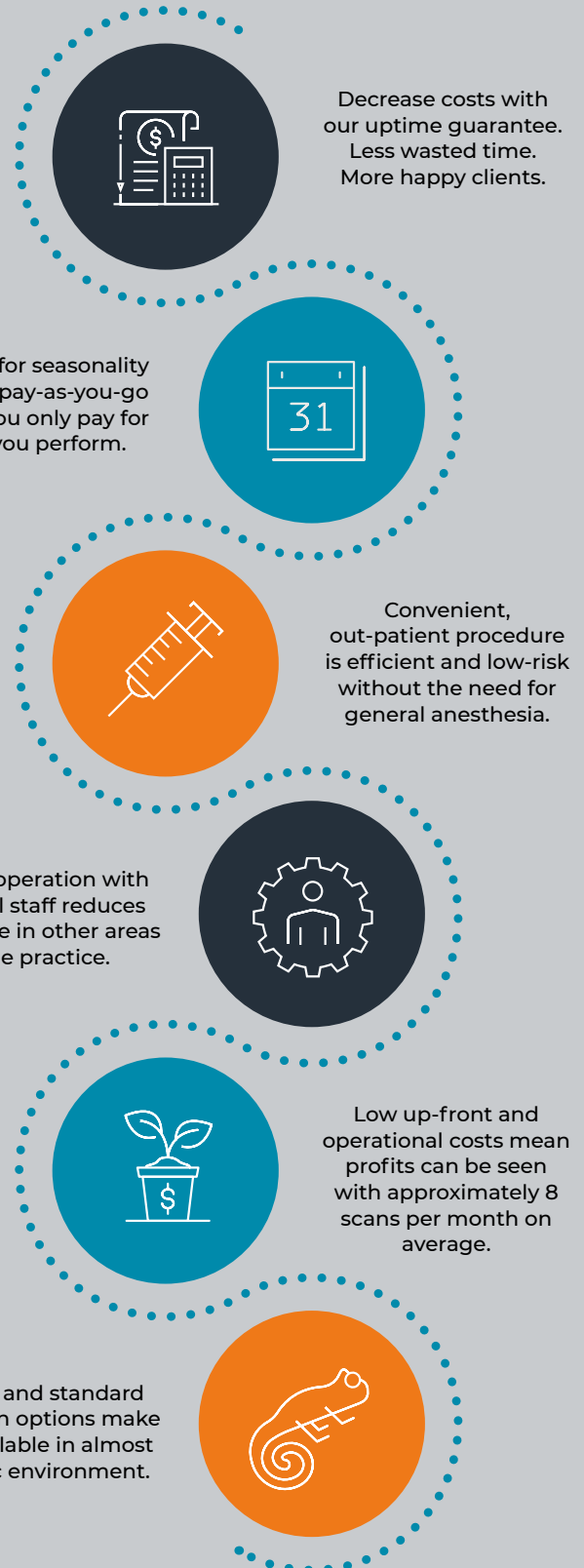
## Marketing support

We are here to support you in your marketing efforts. From launching your new advanced imaging service to assisting with targeted campaigns to expand your existing practice.

## Join our exclusive community

As a member of the Hallmarq family, you will have access to annual user meetings, training materials, webinars, case study libraries and peer group discussions to help support your business.

## Experience the difference of a company committed to your success



# Hallmarq

Visionary Veterinary Imaging

Improving the lives of animals and of  
the people who care for them.

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