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# CASE STUDY: RADIOLOGIC TECHNOLOGY WEEK



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## FOCALPOINT IMAGING CENTER

FocalPoint Imaging Center wanted to help radiologic technologists feel more connected to the broader patient care journey during Radiologic Technology Week. They partnered with Sweeter Cards to create an appreciation moment that paired a sweet treat with a QR-linked digital experience highlighting patient outcomes. The result was a thoughtful way to reinforce the importance of imaging professionals and the impact their work has on accurate diagnoses and care.



### CHALLENGE

Radiology techs often feel disconnected from the wider care team because patient interaction is brief and clinical. Leadership wanted to help them feel more connected and appreciated.



### SOLUTION

Sweeter Cards were designed featuring imaging-themed artwork and a QR link to a digital “Impact Gallery” showing patient stories and before-and-after diagnostic outcomes.



### RESULTS

Techs expressed deeper pride in their impact. The gallery was later added to employee onboarding because it effectively illustrated the role’s importance. Team cohesion improved across shifts.