

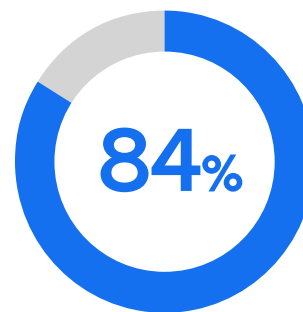
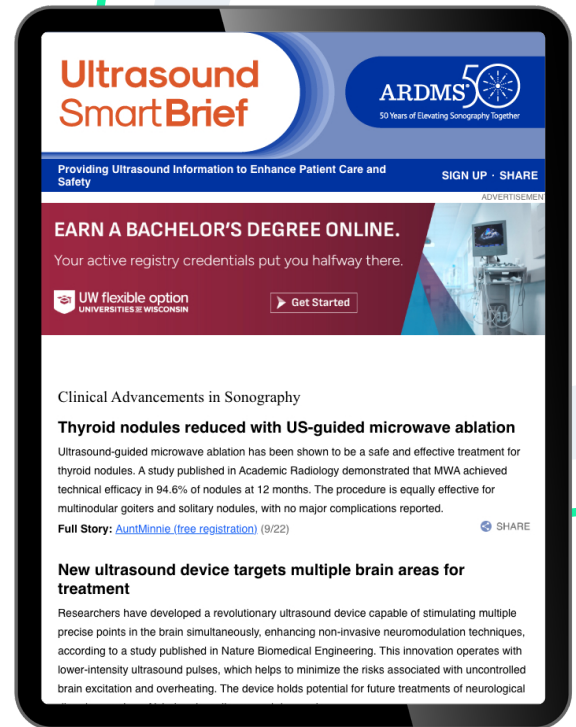
How targeting associations solved UW's marketing problem

The Universities of Wisconsin is a state public university system serving more than 164,600 students and awarding more than 37,000 degrees annually. But, finding the right students isn't always easy.

WHAT CHALLENGE WAS UWS FACING IN ITS MARKETING EFFORTS?

Students entering the universities' Bachelor of Science in Biomedical Engineering: Diagnostic Imaging program are required to have one of four active registries. However, the UWs was getting leads or questions from students who thought the program was an easy entry into a two-year imaging program, which has waiting lists. UWs sought new opportunities to better target students holding one of the active registries.

We want to be in the minds of our target audience so when they are ready to go back to school, they know and choose us," Reilly said.



of graduate students consider 3 schools or fewer at the inquiry stage

(Education Dynamics, Engaging the Modern Learner Report 2025)



Ultrasound SmartBrief has been a strong and consistent lead source.

Colleen Reilly

PRODUCT MARKETING MANAGER



TOP CLICKING COMPANIES INCLUDED:



HOW DID SMARTBRIEF HELP UWS DRIVE AWARENESS AND ACTION?

The Ultrasound SmartBrief is the ARDMS newsletter, putting UWs in front of a key audience—people holding the ARDMS registry.

Our partnership with SmartBrief has been great. The team has been responsive and willing to adjust plans to accommodate our complicated processes.

CAMPAIGN HIGHLIGHTS

360,000 Total Impressions

950+ Clicks

PRODUCTS USED



Newsletter Ads



Dedicated Sends

Ultrasound SmartBrief
ARDMS
Providing Ultrasound Information to Enhance Patient Care and Safety | SIGN UP | SHARE

USE YOUR NURSING EXPERIENCE TO EARN A BACHELOR'S DEGREE.
UW Flexible Option
Online, at your pace with UW Flexible Option. | Get Started

Clinical Advancements in Sonography
Use of pediatric contrast ultrasound is slowly increasing
Following the FDA's expanded approval of the contrast agent Lumason in 2016, the use of pediatric contrast-enhanced ultrasound has increased substantially, rising from 0.2 to 19.4 per million pediatric enrollment years in a commercial database and from 0.0 to 7.8 in a Medicaid database. Despite this growth, researchers noted that overall utilization may still be underestimated due to barriers such as the need for clinician education and workflow changes.
Full Story: [AutoMeds \(43\)](#) | SHARE

Robotic technologies enhance early detection of lung cancer
Robotic technology is improving the diagnosis and treatment of lung cancer, according to a study published in the Mayo Clinic Proceedings. Shape-sensing robotic-assisted bronchoscopy, combined with endobronchial ultrasound and 3D imaging, increases the rate of early detection, with the number of cancers detected early at Mayo Clinics rising from 46% in 2019 to nearly 60% by mid-2024.
Full Story: [HealthDay News \(46\)](#) | SHARE

UNIVERSITIES OF WISCONSIN flexible option
Use your active registry to finish a bachelor's
Need a bachelor's degree to move into management or teach? Use your active registry credential to earn the 100% online UW-Milwaukee Diagnostic Imaging degree. Offered through the UW Flexible Option, this program is designed to fit school into your busy life—start any month, set your own pace.
Get started

Practice News
Predictive scheduling systems support clinician work-life balance
Predictive scheduling systems use data analytics and AI to help hospitals align staffing with demand, prevent last-minute changes and support clinicians' work-life balance. The systems analyze historical and current data to forecast patient volume, ensuring adequate coverage during peak times and reducing overstaffing during low-demand periods. Effective systems connect with EHRs, other workforce management tools and patient flow systems, says Terry McCornell, senior vice president and chief nursing executive at Duke University Health System.
Full Story: [HealthData \(33\)](#) | SHARE

Ultrasound SmartBrief
ARDMS

UW flexible option
UNIVERSITIES OF WISCONSIN

Use your imaging knowledge, experience and active ARDMS registry credential to earn a bachelor's degree and prepare yourself for the next step in your imaging career—management, teaching, or something else.

The University of Wisconsin-Milwaukee Bachelor of Science in Biomedical Sciences: Diagnostic Imaging program, offered online through the UW Flexible Option, builds on your existing radiography credentials and maximizes your previous learning and credits to complete your degree as quickly as possible—saving you time and money, while giving you the skills to move up in your career.

With the UW Flexible Option competency-based format, you'll:

- **Fit school into your life.** Start any time. Without semester schedules, group work, class discussions, or scheduled report requirements, you can earn your degree while working and balancing your personal life.
- **Control your pace.** Complete assessments when you're able and feel more on to the next. Take more time when life gets busy.
- **Build on your imaging expertise** you have developed on the job and in your previous technical and academic work.
- **Earn an affordable degree.** The Flex Tuition Guarantee locks in your tuition rate for as long as you are actively enrolled in the program.
- **Earn additional credentials.** Complete the Interprofessional Leadership in Healthcare microcredential or add a certificate in Health Care Informatics while earning your bachelor's degree.

If you're ready to take the next step toward your career and personal goals, download our [application guide](#) now.

Get info >

Warm regards,
Enrollment Admissions Team
UW Flexible Option
flex@uwmilwaukee.edu

Questions about the program or application?
Call: 608-800-6742
Email: flex@uwmilwaukee.edu
Hours: Monday through Friday 8:30 a.m. to 5:00 p.m. CT
You also have the option to schedule a 1:1 private call with an advisor.

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The response, coupled with the ability to target one of our key audiences, make it a no-brainer.

Colleen Reilly

PRODUCT MARKETING MANAGER

