

Outsource Marketing Solutions blog

This blog is all about orthotic and prosthetic marketing, business and practice development, public relations, branding, Web sites, e-marketing, brochures, newsletters, direct mail, announcements, press releases, relationship building, cross-selling, networking, conferences, and referrals.

Screen This



WASHINGTON, DC -- 10/03/07 -- The Transportation Security Administration (TSA) today announced that the agency has awarded \$52.3 million worth of contracts to deploy security technology piloted at airports and mass transit facilities in recent months, moving to quickly bring enhanced screening equipment to the nation's travelers.

Newly procured technology includes: advanced technology (AT) X-ray; automated explosives detection (auto-EDS) for the checkpoint; bottled liquid scanners; passive millimeter wave; and a **cast/prosthetics screening device**.

October 24, 2007 in [Prosthetic & Orthotic](#), [Travel](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

Primolicious

 Primolicious is the cozy online gathering place for the Disability Community where Partners with common interests and challenges connect, share and support one another. Visitors also become well informed on a wide variety of disability-related categories by perusing the latest News and Resources. On Primolicious you can find fellowship, enjoyment, involvement, solace, entertainment, acceptance, hope and encouragement.

Check out their [Squidoo lens](#).

August 10, 2007 in [Advocacy](#), [Amputation](#), [Arthritis](#), [Prosthetic & Orthotic](#), [Science](#), [Sports](#), [Travel](#), [Web/Tech](#), [Weblogs](#) | [Permalink](#) | [Comments \(0\)](#)

No Barriers 2007

Sacramento, CA, June 25/PRNewswire/ --" The No Barriers USA Board of Directors announces final plans for NO BARRIERS FESTIVAL 2007, a five-day event, which will showcase and share the cutting-edge techniques and technologies that enable people with challenges to live as actively as possible and to break through their own personal barriers. Over six hundred attendees are expected to participate.

No Barriers USA is a not-for-profit organization, which assumes that each person, regardless of age, state of mind or physical condition, has a thirst for adventure and a hope for the future that is worthy of igniting..."

For all the details on the [No Barriers USA 2007 Festival](#)

This is a press release, distributed by PRNewswire on an event that is happening in Sacramento, California, USA. I got it this morning courtesy of my Google Alerts and here it is on the blog. Why? Because it's newsworthy, people will read about it, they'll search for it - people who are probably the perfect readers for this blog but might not know that it exists.

The whole point of a website (blog, lens or microsite) is to drive traffic (preferably targeted traffic) to your site.

Keeping it updated is key but linking it to relevant sites and featuring topics of interest to your targeted reader is important, too.

June 26, 2007 in [Amputation](#), [Marketing](#), [Prosthetic & Orthotic](#), [Science](#), [Sports](#), [Travel](#), [Web/Tech](#) | [Permalink](#) | [Comments \(0\)](#)

Nashville Airport Using Scanner On Passengers With Prosthetics

I'm headed to Nashville for the PrimeFare East meeting at the end of the month. I'm hoping to see the CastScope in action!

NASHVILLE, Tenn. (AP) - Nashville's airport is a pilot location for a new X-ray machine that screens passengers with casts, braces or prosthetic limbs more efficiently.

The CastScope, a portable X-ray machine, scans the prosthetic or covered area for weapons or explosives in a few seconds.

Since the metal in such appendages typically sets off the metal detectors, travelers are currently patted down, checked for trace explosives and scanned with a handheld metal detector.

Nashville International Airport is joining Ronald Reagan Washington National and Tampa International airports as a pilot location for the new process, which is optional.


In related news....

QRSciences Holdings Limited (QRS) today announced that its 24.4% owned associate, Spectrum San Diego, Inc, has entered into contractual negotiations with the Transportation Security Administration ("TSA") for the manufacture, deployment and maintenance of the CastScope screening system at US airports. The group advised CastScope is a portable device utilising backscatter X-ray technology to screen casts, support braces, heavy bandages and prosthetic limbs, allowing quick and non-invasive identification of prohibited items or potential security threats.

CEO Mr Kevin Russeth noted this was a pivotal moment for Spectrum and CastScope, as the interest from the TSA translates into the first significant commercial sales of the product.

June 13, 2007 in [Prosthetic & Orthotic](#), [Travel](#) | [Permalink](#) | [Comments \(0\)](#)

Yeah! Virgin America Gets Approval!!

 This might seem like it has nothing to do with O&P (except for those of us who have to fly around the country to various O&P meetings) but, it is my blog and I've been waiting for this FOREVER and I'm inviting you to join the love fest.

If you want to be among the first to know when Virgin America starts selling tickets - [click here](#) .

Full story, [keep reading](#)

"...Now that the company has been formally approved, the next step will be to seek a waiver to start selling tickets. The company is planning a mid-summer launch.

Virgin America's first flights will be between its home base of San Francisco (SFO) to New York (JFK). The airline also plans to serve Los Angeles (LAX), Washington/Dulles, San Diego and Las Vegas within its first year of operations.

The airline expects to serve as many as 10 cities within a year of operation and up to 30 cities within five years of service. Additional cities under Virgin America's consideration include: Atlanta, Austin, Baltimore, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Fort Lauderdale, Fort Myers, **Hartford (YEAH!!)**, Houston, Indianapolis, Jacksonville, Kansas City, Miami, Milwaukee, Minneapolis, Nashville, Newark, New Orleans, Orlando, Philadelphia, Phoenix, Pittsburgh, Providence, Portland, Ore., Raleigh-Durham, Sacramento, Salt Lake City, San Antonio, San Jose, Calif., Sarasota, Seattle, St. Louis, Tampa and West Palm Beach...."

May 18, 2007 in [Travel](#) | [Permalink](#) | [Comments \(0\)](#)