Canon

Streamlining Service. Strengthening Care.

How University Blood and Cancer Center Streamlined Service with One Master Service Agreement



About UCBC

1981
year established

13
locations

450
employees

University Blood and Cancer Center (UCBC) is a leader in oncology and comprehensive cancer care serving patients across Northeast Georgia. Their mission? To deliver advanced cancer care close to home.

THE CHALLENGE:
A Complex Landscape

At UCBC, imaging plays a critical role in nearly every patient journey. Each scan informs clinical decision and guides a treatment plan, meaning performance and consistency of their imaging systems is of utmost importance. The challenge wasn't just about maintaining equipment, risking downtime, or navigating service contracts, it was about supporting the continuity of care and providing the compassionate care UCBC aims to deliver their patients every day.

LISTENING FIRST:
Service Built Around People

Canon Medical began the conversation, not by offering a prepackaged proposal, but by listening. They listened to UCBC's operations leaders, technologists, the director of radiology, and C-Suite describe their day-to-day needs. Their priorities were clear: reliable imaging equipment, quick service and support and understanding the weight of caring for cancer patients. UCBC didn't want another contract, they wanted a partnership built around trust, predictability and people who would be there when it mattered most.



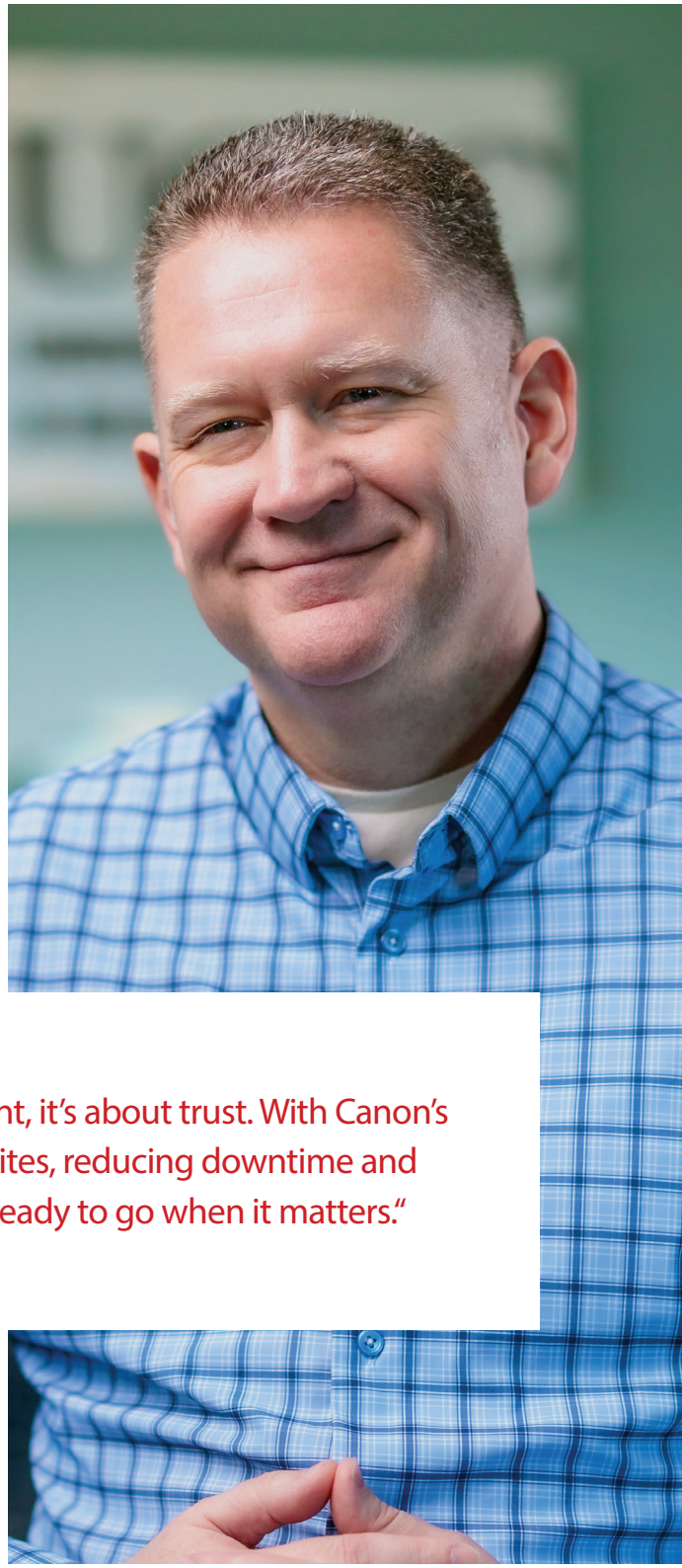
THE SOLUTION: One Agreement, One Trusted Partner

Together, Canon and UCBC created a Master Service Agreement (MSA). A single, comprehensive agreement that unified service and support for all UCBC's Canon imaging equipment. Fully tailored to the UCBC environment, the MSA included:

- One contract replaces multiple contracts and renewal dates
- Proactive maintenance and remote diagnostics
- Direct access to the Customer Solutions Center for rapid support
- Shared user interface across all systems
- Access to application training
- Ongoing business reviews

And behind it all? Canon field engineers, application specialists, and the Customer Solutions Center team…real people who know the systems, protocols, and understood that when a patient is ready, the equipment would be too.





"Imaging system uptime isn't just about equipment, it's about trust. With Canon's MSA, we ensure consistent service across all our sites, reducing downtime and giving our team confidence that every system is ready to go when it matters."

— **Chris Tuttle**, Radiology Director

Canon Medical's people-focused support helped **UCBC achieve more than 99% uptime,*** giving care teams the confidence that their imaging systems are always on… and always working.

*Statistics based on the time when content was produced. Master Service Agreements include a 98% uptime guarantee. 99% uptime guarantee options are also available.

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2441 Michelle Drive, Tustin CA 92780 | 800.421.1968

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