

# Lumberton Radiological Associates, P.A.

## News Release

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### New Marketing Director Joins LRA

**Lumberton, May 17, 2006:** On May 16<sup>th</sup>, Michael DeCinti joined the staff of Lumberton Radiological Associates as their new Director of Marketing. DeCinti, who most recently worked as an Instructor of Mass Communications at The University of North Carolina at Pembroke, will now be part of the region's most comprehensive provider of outpatient diagnostic testing.

“Although it should be exciting to market all of the services provided by LRA, I look forward to the challenge of letting people know how LRA can benefit them.” DeCinti said. “The doctors and staff are highly trained and they really do care about their patient's well-being.”

Among his duties of marketing LRA's services to the residents of Robeson County and its neighbors, DeCinti will coordinate Lumberton Radiological Associate's outreach programs and their relationships with referring physicians. “Most people don't realize that when they go to their doctor they have the ultimate choice in where they'll receive their diagnostic imaging services.” DeCinti added “I plan to make sure that if someone in Robeson County needs outpatient diagnostic testing, that they are aware of the advantages in choosing LRA.”

Grover Godwin, LRA's Practice Administrator is excited about DeCinti joining the staff, “Mike has a lot of great ideas and a lot of energy. I'm positive he will do good things here, which in the long run will not only benefit LRA, but its patients and the community.”

DeCinti, originally from N.E. Pennsylvania has lived in Lumberton for the past 4 years. He is engaged to Alison Travis, Executive Director of The Exploration Station and is the President of the Robeson Road Runners and a member of Kiwanis of Robeson.

For more information on LRA's new Director of Marketing or any of their services please feel free to contact Mike DeCinti, Director of Marketing, at 738-8222 ext 258.

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**Immediate Release**