



RIBBON CUTTING

Twilight Medical

BY ERIN REGISTER

Travis Turner, founder and president of Twilight Medical, brings over 20 years of field service experience and knowledge to fit the unique needs of hospitals and clinics. Turner and his team created Twilight Medical as a flexible alternative to the normal daytime preventative maintenance (PM) in order to work around patient scanning hours with no impact on workflow.

Turner spent 17 years of his career in the health care field as an OEM-trained CT/PET, MRI and ultrasound field engineer. Late in his career, he advanced to become a manager and led a multi-modality team.

“I’ve always had a love for starting a business; the issue was ‘what’ business,” Turner stated. “I loved fixing medical equipment and working with people. Early in my career, I thought it would be amazing to own a CT service business, but it seemed impossible. I decided to dig in and learn everything I could. I realized your blessings are always on the other side of tough moments. One night at dinner with my wife, I reflected and determined that life was short and that I was going to start THAT business. Two weeks later, I was listening to a program on entrepreneurs and leadership, and one of the speakers mentioned that it’s a mistake opening a business in an area with no expertise or love. Do what you love!”

Turner decided imaging service was the business for him. After one and a half years of research, planning, hard

work and grit, Twilight Medical Inc. was born.

“The idea of Twilight Medical developed from years of observing, listening and understanding the needs of hospital organizations,” Turner stated. “I talked to leadership and technologists to understand their challenges and how maintenance and service impacts their business when a system is out of service. Listen fiercely, passionately execute, be flexible and help customers succeed. The conception of Twilight Medical Inc. was based upon these principle cornerstones.”

TechNation learned more about Twilight Medical in a question-and-answer interview.

Q: WHAT IS THE MAIN FOCUS OF TWILIGHT MEDICAL?

A: We provide extended imaging service after 5 p.m. and on weekends, so there is no equipment downtime during patient hours.

Q: WHAT SERVICES DOES TWILIGHT MEDICAL OFFER?

A: Twilight Medical provides after-hours preventative maintenance (PM) on imaging equipment. We partner with hospitals, OEMs and third parties to offer extended coverage for night and weekends. Located in Sacramento, California, we service the entire country and have actively working contracts from the East Coast to the West Coast.

In addition to our normal equipment service model, we offer “stop-gap” services to help support customers’ equipment needs after the loss of a highly skilled imaging engineer. This



Travis Turner
Founder/CEO, Twilight Medical

includes any coverage issues they may encounter.

Q: HOW DOES TWILIGHT MEDICAL STAND OUT IN THE MEDICAL EQUIPMENT FIELD?

A: Twilight Medical provides extended service and support for medical equipment 24/7. Our customers are not restricted. We believe service should be based around our customers’ needs and when they want it, and that is seven days a week.

Q: DO YOU HAVE ANY SPECIFIC GOALS THAT YOU WANT YOUR COMPANY TO ACHIEVE IN THE NEAR FUTURE?

A: We want to help our customers achieve the highest levels of equipment performance and service. We are dedicated to putting all of our resources into this goal. We will acquire highly skilled engineers to provide support to our customers, so our customers will enjoy the highest level of quality, maintenance and service. ✨

FOR MORE INFORMATION about Twilight Medical, visit www.twilightmed.com.