

## **Diagnostic Ultrasound Corporation Establishes Customer Care Subsidiary**

BOTHELL, Wash., March 2 /PRNewswire/ -- Diagnostic Ultrasound Corporation (HQ: Bothell, WA; Chairman: Gerald McMorrow) is pleased to announce the creation of a new customer care subsidiary. The Diagnostic Ultrasound Customer Care Corporation was created to improve the company's business processes and customer service.

"The mission of this new corporation is to take excellent care of our customers and offer seamless communication and a very high level of competence," said Gerald McMorrow, Founder, CEO and Chairman of the Board.

The Customer Care Corporation integrates all DU personnel who regularly interact with customers, including the USA sales force, inside sales, order processing, trade show coordination, and customer service. Through ongoing training and better coordination of processes between these departments, the new customer care team will provide the most efficient and comprehensive service to Diagnostic Ultrasound's customers.

"Customers should experience a reduction in hold times and call transfers – the goal is that 'one call does it all,'" said Minda Evans, Director of Customer Care.

### **Diagnostic Ultrasound Corporation**

Diagnostic Ultrasound (HQ: Bothell, WA, USA; chairman: Gerald McMorrow) is a fast-growing corporation that develops, manufactures, and distributes innovative medical ultrasound devices. The company's mission is to advance patient care by making noninvasive ultrasound easier to use, less expensive, and more definitive in its measurements. Diagnostic Ultrasound's BladderScan™ technology is accepted as the standard of care for bladder volume determination. The company has grown from a small start-up venture to a thriving and profitable international corporation with annual sales of approximately \$30 million USD.

Note: BladderScan™ is a trademark of Diagnostic Ultrasound Corporation. All rights reserved.