

## **Renaissance Ultrasound Wins Three Contracts for Customized Ultrasound Support**

**DENVER, JULY 27, 2010** – Renaissance Ultrasound, a leading provider of outsource ultrasound system training and clinical applications staffing, announced three contracts for customized ultrasound support. Offering ultrasound solutions for medical companies and physician practices needing access to highly skilled ultrasonographers for nearly five years, Renaissance Ultrasound signed contracts with SuperSonic Imagine, VentriPoint Diagnostics Ltd., and Signostics Inc.

Renaissance has been providing per-diem clinical applications specialists to SuperSonic Imagine for more than a year. SuperSonic Imagine's staffing services agreement with Renaissance has expanded to include a temp-to-permanent recruiting model, which gives Original Equipment Manufacturers (OEMs) like SuperSonic Imagine the ability to source from a pool of qualified applications specialists already working in the role. This saves the company time and money in recruitment and training costs, as well as reduces the risk involved with hiring untested personnel. Renaissance recently placed one permanent clinical applications specialist and has been asked by SuperSonic Imagine to identify three more.

“Renaissance Ultrasound provided SuperSonic Imagine significant value by giving us access to high quality, committed applications specialists on a per diem basis. As we've grown and needed our own staff, we were very happy to have the ability to convert one of Renaissance's specialists to full-time as we already had complete confidence in her commitment and capabilities. With a good model and a great team, we will continue to look to Renaissance for our applications support needs,” said Ed McClenny, General Manager, Americas, SuperSonic Imagine.

The Company also announced the launch of the OEM Travel Module, designed to increase visibility on per diem staff costs as well as help manage travel costs with parameters for spending in each category, such as airfare, hotel, and rental car. Offering clients a management tool previously available only for permanent clinical staff, Renaissance will also provide custom reports on costs spent per demo or system installation, enabling OEMs to track demo to sale conversions or identify which sales were lost.

Renaissance Ultrasound offers OEMs an alternative to hiring permanent staff by making clinical applications specialists available on a per diem or short term basis. With at least 10 years of combined commercial and clinical applications experience, all Renaissance sonographers are registered and many carry multiple certifications. Since most have commercial experience, Renaissance clinical applications specialists understand the unique relationship between salesperson and customer and quickly grasp the corporate message. This provides OEMs with experienced clinical staff that can confidently be utilized immediately for customer demonstrations, system or upgrade installations and tradeshow coverage. Supporting the nation's leading Ultrasound Equipment Resellers, Renaissance sonographers conduct

system installations to ensure the customer receives the same level of clinical support that would be expected if the system was purchased from the manufacturer directly.

In addition to offering outsource clinical applications services to ultrasound vendors, Renaissance works with physician practices to provide on-site, system-specific, ultrasound training taught by former Clinical Applications Specialists from companies such as GE Healthcare, Philips Healthcare, Siemens Medical Solutions, and Toshiba America Medical Systems. Renaissance provides system training after purchase, trains new staff members on existing ultrasound systems, and provides refresher sessions for a wide range of ultrasound applications, including abdominal, breast, vascular and echocardiography exams. As practices add new services, Renaissance can provide advanced ultrasound training, including such modalities as aortic imaging, nuchal translucency, thyroid scanning, and breast imaging.

“With Renaissance Ultrasound, we’ve tried to create a more flexible, customer-oriented alternative to clinical applications support to meet the changing needs of both healthcare providers and equipment companies,” said Leslie Patton, Renaissance Ultrasound president and founder. “With more than 15 years of selling and marketing ultrasound systems, we recognized a need for high-quality, affordable ultrasound training and customized sonographer staffing solutions. The result is sonographers are able to deliver better patient care, practitioners maximize value from their ultrasound equipment investment, and ultrasound OEMs and resellers have the ability to offer high-quality, cost-effective clinical applications training.”

#### **About Renaissance Ultrasound**

Renaissance Ultrasound, a leader in outsource ultrasound training and sonographer staffing, provides on-site, system-specific, ultrasound training taught by former Clinical Applications Specialists from companies such as GE Healthcare, Philips Healthcare, Siemens Medical Solutions, and Toshiba America Medical Systems. A cause-driven company, Renaissance Ultrasound is a woman-owned business and invests 5% of net profits to select microfinance organizations, including the Grameen Foundation and Rocky Mountain Microfinance Institute. Renaissance Ultrasound is a corporate member of the AIUM, Colorado Women’s Chamber of Commerce and SDMS. To learn more about how Renaissance Ultrasound is Today’s Solution for Sonography Support, call 888/501.1810 or visit [www.RenaissanceUltrasound.com](http://www.RenaissanceUltrasound.com).

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