

DIAGNOSTIC ULTRASOUND

Diagnostic Ultrasound Creates Alternative to Layoffs; Innovative Program Keeps Employees on Payroll while they Volunteer in Community

Bothell, WA, 11 December 2001 – Rather than layoff extra employees, Diagnostic Ultrasound Corporation brainstormed a creative alternative that also serves the community. This fall, when improved efficiencies in manufacturing left the company with more people than work to do, senior managers decided to sponsor displaced employees to perform needed volunteer work in local society. Gerald McMorrow, President of Diagnostic Ultrasound, describes the employees participating in this innovative program as "company ambassadors to the community."

Typically, new efficiencies can spell layoff and downsizing for employees. But Diagnostic Ultrasound's senior managers realized that the company's situation is only temporary; early next year, employees in the manufacturing and production facility will be gearing up to build a new product. Diagnostic Ultrasound is an international corporation based in Bothell, WA that designs and produces medical ultrasound devices. The company's main product is the BladderScan™, which is used by health care professionals to determine bladder volume and prevent unnecessary catheterization, decreasing patients' risk of catheter-related infection. Diagnostic Ultrasound's senior managers took a creative and philanthropic approach to dealing with the temporary reduction in manufacturing work this autumn (<http://www.dxu.com>).

“Instead of losing valuable team members, we have chosen an innovative solution that is win-win for everyone,” explains McMorrow. Human Resources manager Muriel Doyle contacted the volunteer services program at Evergreen Hospital in Kirkland, WA. “We have a couple of people who can work for you 40 hours a week. They’ll be on our payroll and have all of our benefits,” she explained. “Since we are a medical device company, we wanted to give back to the health care community.”

Angelita Stevenson and Edelina Foster, chosen as Diagnostic Ultrasound's first "company ambassadors," began working at Evergreen Hospital on

November 6. With the approach of the holiday season, the hospital's gift shop was understaffed, and Foster and Stevenson were asked to work as sales associates. The pair quickly became valuable members of Evergreen's team. Sue Oller, manager of the hospital gift shop, said that by their second day on the job they needed no further training. "I get a lot of merchandise in this time of year and these women just came in and started doing what needed to be done. They saw the goal of the gift shop, they are good workers and nice women," said Oller. Foster and Stevenson will finish their assignment at Evergreen during the first week of January. At that time Diagnostic Ultrasound may offer a similar opportunity to other team members.

Medy Eballar, the Director of Volunteer Programs at Evergreen Hospital, praised Diagnostic Ultrasound's initiative in creating the "company ambassadors" program. "I think it's a wonderful idea because what they're trying to do is keep people who are key and important to them," she said. "It's a win-win situation for everybody. Angelita and Del are very hard workers, especially in this holiday season when we're very busy. They are a holiday gift to us."

Diagnostic Ultrasound Corporation is a rapidly growing manufacturer and supplier of ultrasound-based medical instruments. The company serves customers through its own sales organization in the USA and an international distributor network that reaches over 30 countries worldwide. For more information about Diagnostic Ultrasound's products and services, see the corporate website (<http://www.dxu.com>) or contact Diagnostic Ultrasound at 21222 30th Drive SE, Ste 120, Bothell, WA, by phone (800 331-2313), or by fax (425 883-2896).