

## **Diagnostic Ultrasound Introduces Bladder Assessment Kit to Help Primary Care Physicians Treat Condition Affecting 1 in 3 American Adults**

Bothell, Wash., Oct 11, 2004—Diagnostic Ultrasound is pleased to introduce a new Bladder Assessment Kit to help primary care physicians identify common bladder conditions that until recently have been under diagnosed. The kit can assist physicians in initiating pharmacological treatment plans for minor urinary complaints, while ensuring that patients with more serious conditions are referred to a urologist.

Bladder conditions are prevalent among American adults, but seriously under-recognized and seldom discussed. Over 6.3 million men aged 30 and older (1 in 10) have benign prostatic hyperplasia (BPH), which frequently results in urinary symptoms. The incidence of BPH increases with age: Almost 1 in 5 men aged 55-74 and more than 1 in 3 men over age 70 have BPH.<sup>i</sup>

According to the National Association for Continence, 1 in 3 American adults are living with the loss of bladder control. Of these, 87% are undiagnosed. Because patients are usually embarrassed to discuss urinary problems, most wait an average of six years from the first onset of symptoms before consulting a healthcare professional.<sup>ii</sup>

“Primary care physicians are the first person most patients approach with their health concerns. They now more than ever have a number of medications available to treat common bladder storage and voiding conditions,” explains Urologist Richard Pelman. “Enhancing recognition of bladder conditions in the primary care office increases the likelihood that affected patients can begin to receive treatment. For those patients who fail to respond, or for those with more serious conditions, a timely referral to a urologist is facilitated.”

With the help of the Bladder Assessment Kit, primary care physicians can make assessment of bladder function an integral part of the office visit. The kit provides the essential tools and knowledge base, including a BladderScan<sup>®</sup> bladder volume instrument for noninvasive measurement of residual urine (PVR), a FloPoint<sup>™</sup> Uroflowmeter for diagnosis of obstructed or abnormal urinary flow patterns, patient questionnaires to encourage the disclosure of bladder problems in a discreet manner, and additional services, including reimbursement assistance and focused, clinical training in urology for primary care. A nurse or technician can easily perform both the BladderScan<sup>®</sup> and FloPoint<sup>™</sup> tests in only a few minutes, allowing physicians to discuss potential treatment options with patients at the time of their initial office visit.

**Diagnostic Ultrasound** fills a unique niche in the ultrasound industry, specializing in the development, manufacture, and distribution of portable, application specific ultrasound devices. The company’s mission is to advance patient care by making noninvasive ultrasound more accessible to providers. Diagnostic Ultrasound’s BladderScan<sup>®</sup> is the accepted standard of care for bladder volume measurement. Compared with conventional 2D ultrasound, the company’s patented V-MODE<sup>®</sup> technology is more accurate, less expensive, and easier to use. Founded in 1984, Diagnostic Ultrasound has grown from a small start-up venture to an international

corporation with annual sales of over \$30 million USD. For more information, visit <http://www.dxu.com/>.

Media Contact: Jessica McMorrow, PR Specialist of Diagnostic Ultrasound Corp., (425) 867-1348, ext. 1417. Alternate Contact: Jane Mueller, VP of Marketing of Diagnostic Ultrasound Corp., (425) 867-1348, ext. 1301.

---

<sup>i</sup> The NKUDIC Clearinghouse – National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health.

<sup>ii</sup> National Association for Continence – Harris Interactive Study – June 2004; Department of Urology, New York University, School of Medicine, NY, NY.