Sample News Release

(For facilities with the ACUSON S1000™, ACUSON S2000™ and ACUSON S3000™ ultrasound systems, HELX™ Evolution with Touch Control with Cadence™ technologies for Contrast Enhanced Ultrasound)

**For Immediate Release**

**ANYTOWN FACILITY OFFERING BREAKTHROUGH, DOSE-FREE ULTRASOUND IMAGING TO SUPPORT LIVER DISEASE PATIENTS**

ANYTOWN, (state), (date) - [ANYTOWN FACILITY] is thrilled to announce that it is now offering pediatric and adult patients in the [INSERT NAME]-area Contrast Enhanced Ultrasound (CEUS) services for the characterization of focal liver lesions.

CEUS can be performed during routine abdominal ultrasound exams utilizing our new ACUSON S Family™ ultrasound system, HELX™ Evolution with Touch Control.

“Our new ability to provide contrast enhanced ultrasound to characterize focal liver lesions will enable us to reduce patient radiation exposure. In addition, this opens up new options for patients with renal function impairment,” says\_\_\_\_\_ M.D., TITLE at ANYTOWN FACILITY, ANYTOWN, STATE. “Patients with limited renal function are contraindicated for CT with contrast, however the ultrasound contrast agent, LUMASON® from Bracco diagnostics, that we use at our facility has been proven by a large number of multicenter studies to be highly accurate and safe for patients with limited renal function. Additionally, pediatric patients will not require sedation with this type of exam either. CEUS has several diagnostic advantages over other imaging modalities used for these types of liver evaluations and avoids radiation dose exposure as well.”

The ability to evaluate contrast enhanced lesions in real time, reduce exposure to ionizing radiation by utilizing an iodine-free contrast agent, and eliminate the need for pediatric sedation are just some of the advantages to CEUS.

“It’s exciting for us and our patients whenever we can offer a service which may help us to reduce unnecessary procedures and associated costs to the patients and the healthcare system,” says\_\_\_\_\_ M.D., TITLE at ANYTOWN FACILITY, ANYTOWN, STATE. “We’re proud to bring this new diagnostic capability to our community.”

**About ANYTOWN FACILITY**   
ANYTOWN FACILITY was established in YEAR and has a staff of XX. ANYTOWN FACILITY provides X, Y, and Z care for the ANYTOWN area. (Insert developments over the past year that represents growth at your facility, such as acquisition of new equipment or notable physician hire, research grant, etc.) For additional information, visit our website at [www.xxxx](http://www.xxxx) (if available) or call [Contact Name] at 000.000.0000 {contact number}.

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Media Contact: [Contact Name]   
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