MedPro Imaging Launches Ultrasound Transducer Repair Division

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WAUKESHA, Wis., Sept. 29 /PRNewswire/ -- MedPro Imaging, a premier provider of economic ultrasound solutions, today announced the launch of its Ultrasound Transducer Repair Division. Based on proprietary repair technology not previously available in the U.S. market, MedPro Imaging will offer high quality computer-based transducer repair services designed to counter a growing emphasis in the industry on probe exchange programs.

"The industry has been moving away from repairing customers' probes to simply exchanging them with used or refurbished probes. Most customers know intuitively that it is less expensive to repair a probe than it is to replace it, no matter how an exchange model is presented," said Joseph Masek, director of MedPro Imaging's Transducer Division. "MedPro is proud to enter the market with a repair-first business model and we have invested heavily in state-of-the-art repair technology to provide high quality repair services designed to help customers reduce their ultrasound lifecycle costs by keeping their own probes in service."

Transducer repair costs generally range from a few hundred to a few thousand dollars with an average of about $1,500 on a standard transducer and an average of $5-8,000 for TEE transducers. However, the average replacement cost for a standard probe ranges from $5,000 for a refurbished probe to $14,000 for a new probe and $14,000-20,000 for TEE replacement probes.

According to Masek, not only is this not the customer's most cost-effective solution, the exchange approach makes it difficult for them to control and manage their transducer assets. "With their own probes, they have complete visibility on performance and life expectancy variables, such as when it was purchased, and how it has been used and maintained. Without this visibility on an exchanged probe, how can you be sure you are not giving up a newer probe for an old probe near the end of its lifecycle?"

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