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FOR IMMEDIATE RELEASE

Karen Caruth, MBA, Named Director of Business Development at the American Registry for Diagnostic Medical Sonography (ARDMS)



(ROCKVILLE, MD, September 3, 2014) – Karen Cowdery Caruth, MBA, has joined the staff of the American Registry for Diagnostic Medical Sonography® (ARDMS®), the globally recognized standard of excellence in sonography credentialing, as the new Director of Business Development. In this newly established position, Ms. Caruth will lead domestic and global business ventures to expand individual assessments in medical ultrasound. Additionally she will cultivate opportunities with professional medical communities, medical leaders, non-governmental organizations (NGOs), and governments to expand the ARDMS mission of promoting quality care and patient safety through the certification and continuing competency of ultrasound professionals.

“I am so pleased to have Karen, with her extraordinary skill set and experience in healthcare-related business development, join us at ARDMS,” said Dale R. Cyr, ARDMS CEO and Executive Director. “Over the last several years, ARDMS has gained a significant presence in the global medical community while continuing to assure public safety through certification in the use and interpretation of sonography. Karen will be an essential member of the ARDMS team as the organization continues to improve our existing credentialing programs while developing new ways to meet the challenges of ultrasound’s use by a growing variety of healthcare providers.”

Prior to joining the ARDMS, Ms. Caruth served as the Executive Director of Mended Hearts, Inc., a national non-profit organization dedicated to inspiring hope in heart disease patients, families, and caregivers. During her tenure as the Executive Director, Ms. Caruth increased partnerships, established multi-media and multi-lingual patient resources, and advocated on behalf of adult and pediatric patients for access to care for heart disease. From 2006 until 2012, Ms. Caruth worked at the American College of Cardiology, most recently as the Associate Director of Business Development. Ms. Caruth has over 15 years of healthcare experience, working primarily with physicians and patients. Ms. Caruth earned her Bachelor of Arts in Public Policy Studies from Duke University and her Masters of Business Administration in Marketing and Strategy from the Henry B. Tippie College of Business at the University of Iowa.

“I am delighted to join ARDMS and help further the mission of promoting quality care and patient safety. Ultrasound usage is growing rapidly and I look forward to working with the team at ARDMS to ensure that this growth is accompanied by continued competency of ultrasound professionals worldwide.”

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The American Registry for Diagnostic Medical Sonography® (ARDMS®), incorporated in June 1975, is an independent, nonprofit organization that administers examinations and awards credentials in the areas of musculoskeletal sonography, diagnostic medical sonography, diagnostic cardiac sonography, vascular technology and physician vascular interpretation. ARDMS credentialing programs (RDMS, RDCS, RVT and RPVI) are accredited by ANSI-ISO 17024. ARDMS has over 86,000 certified individuals in the U.S., Canada, and throughout the world and is the recognized international standard in sonography credentialing.

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