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FOR IMMEDIATE RELEASE:

Ulrich Medical Launches New Corporate Identity and Websites

Monday, July 1, 2013— Ulrich Medical announced the launch of a new corporate identity on Monday, including two websites that reflect the permanent growth of the organization over the past few years.

At the heart of the new corporate identity is a slogan, which is aligned with Ulrich Medical's vision to be the region's leading medical billing and electronic health records (EHR) provider, "Experts Focused on Your Bottom Line."

The slogan represents Ulrich Medical's commitment to meeting and exceeding clients' expectations, and will appear beside Ulrich Medical's new logo on all corporate publications, printed materials and websites (www.ulrichmedicalconcepts.com and www.ulrichbilling.com).

"As technology is ever changing, we felt it was time to update our website, not only aesthetically, but also in content and functionality," said Sandra Ulrich, president of Ulrich Medical. "Our goal is to provide a high level of service for our customers every day."

To improve the websites, Ulrich Medical integrated many new features, including social media plugins (Facebook, Twitter and LinkedIn) as well as a monthly newsletter, *The Ulrich Report*. The newsletter will feature the latest healthcare industry news, updates on regulations, as well as tips on how providers can improve their practice's bottom line.

About Ulrich Medical

Ulrich Medical is a leading full service medical billing and EHR software development organization. Offering beginning-to-end services, Ulrich Medical provides comprehensive claims, coding, billing and financial reporting to solo practitioners, mid-size clinics and hospital-based groups.

For over 14 years, Ulrich Medical's ARRA certified EHR, Team Chart Concept (TCC), has created a complete solution for healthcare information management. Seamlessly integrating EHR with practice management, TCC is customizable to meet the ever-changing needs of medical practices.

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