

BB Imaging: Female-Latinx Owned Health Tech Company in Austin Texas

A diagnostic ultrasound service company that delivers accessible care for patients and turn-key solutions to providers. Raising nearly \$2M in their first round of fundraising is now launching TeleScan™, cloud-based software to improve access to healthcare.

Austin, Texas — July 16, 2021 — Ultrasound imaging, or more commonly known as sonography, employs sound waves high in frequency to inspect inside the human body. Ultrasound images capture real-time images to show the movement of organs or even the movement of blood in the vessels. Contrary to X-ray imaging, Ultrasound imaging has no hazards of exposure to ionizing radiation.

BB imaging is one of the finest diagnostic ultrasound companies that aim to deliver accessibly and quality care for patients. Founded on the idea of reaching out to patients empathically and professionally, BB Imaging provides exhaustive medical expertise backed by the latest research. Elucidating on the company's mission, Blanca Lesmes, Co-Founder and CEO of BB Imaging, expresses that, "We believe every good company has a valuable mission at its core. Created to make healthcare more accessible to women, BB Imaging has always made it a priority to put patients' care first." At BB Imaging, one of the core values is serving the community, especially the underprivileged. Lesmes states, "We still resolutely believe serving the underserved is not just good for business, but good for our greater human community."

BB Imaging is now launching a new, innovative technology called TeleScan™. TeleScan™ is a revolutionary cloud-based software that essentially allows increased access to care and implements telemedicine to prenatal ultrasound. It guides the healthcare provider to capture ultrasounds that are then uploaded to the cloud software. These ultrasounds are then thoroughly analyzed by the sonography experts that deliver timely results. TeleScan™ is a positive initiative toward the mission of BB Imaging that is to provide quality prenatal care to women to help them achieve healthy pregnancies. Lesmes highlighted the main motive behind BB Imaging by saying, "issues affecting women and their children formed the foundation of BB Imaging and who we are today, a company with social consciousness at our core. We believe firmly that women should have access to great healthcare, and the size of their wallet should not determine the kind of care they receive."

No other company parallels BB Imaging in terms of the services provided. One of the most outstanding features of the company is its TA Model. This model pairs sonographers with qualified technical assistants that help with patient admittance, recruitments, and billing requirements. This allows the sonographers to focus on providing quality patient care. This feature makes BB Imaging an ideal partner in ultrasound.

About the Company:

BB Imaging was founded in 2005 to bring excellent, compassionate, and complete ultrasound care to patients across a spectrum of needs. Through the development of working relationships with healthcare providers, BB Imaging services patients in a variety of settings and circumstances, including rural locations across Kansas, Missouri, Oklahoma, Florida, and Texas.

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