

CardioCare Stethoscopes Company Touts New Website And Superior Auscultation

Advanced Medical Technologies Inc., announced today it has launched a revamped website.

August 1, 2011 (FPRC) -- There are many stethoscope brands on the market today. Over a decade in the business, Advanced Medical Technologies Inc. takes pride to continually offer GENUINE CardioCare Stethoscopes.

The hallmark feature of CardioCare Stethoscopes is the Delrin chest piece which prevents ambient noise from entering the sound chamber, allowing the clearest and purest sounds to be heard. Additionally CardioCare touts 37% better auscultation than its major competitor.

AMT had a web presence for years, however, 'it did not adequately reflect the superior quality of the stethoscopes being offered,' states Woody Lindsey, Company President and CEO.

The new website has been 'streamlined to cut through all of the technical information to focus more readily on the bottom line features of the stethoscopes being offered,' according to website designer, Charlotte Terry. 'AMT had a website that presented data and specs' showing the impressive attributes of the CardioCare Stethoscope -- but one was left wondering how to order. The new site features a very user friendly shopping cart,' according to Charlotte.

Another issue was a somewhat lengthy URL at <http://cardiocare.home.mindspring.com>. AMT was reluctant to discard the domain name and switch to a shorter one because the company has many loyal customers that have become comfortable with it over the years. To address the issue the company can now be found online at the original URL, but also at the shorter www.cardiocarescopes.com. According to Woody, 'it seemed the logical thing to do.'

'The CardioCare line of stethoscopes not only compares to--but exceeds--the quality of much more expensive brands on the market' states Woody. It is expected that the new site will generate an increased number of nurses, med students, vets, doctors and other medical personnel who will find the same.

For more information, please visit www.cardiocarescopes.com (<http://cardiocare.home.mindspring.com>), or contact Woody Lindsey, AMT's President, at (216) 283-1010.

About Advanced Medical Technologies Inc. (AMT)

Headquartered in Cleveland, Ohio, AMT is committed to providing the highest quality CardioCare stethoscopes for physicians, nurses, medical students, veterinarians, medical personnel, medical universities, nursing programs and instructors. Products are available in North America, and internationally on the Internet. For additional information please visit our website at www.cardiocarescopes.com.

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Keywords

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