



# DiagnosticsPlus

*a full-service survey research firm*

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## **For Immediate Release**

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### **Experienced Educational Researcher Joins Diagnostics Plus**

State College, PA – Diagnostics Plus, a market research firm, announces the hiring of Kim Erickson as an analyst specializing in the education sector. She will also be responsible for website usability research and e-commerce of education reports and analysis.

Prior to joining Diagnostics Plus, Ms. Erickson was a Marketing Research Associate at Penn State University.

“We are fortunate to find a person of Kim Erickson’s caliber at this time. Her knowledge in statistical analysis, survey methodology and usability testing will enhance our expertise in many areas. Research from the education sector is double where it was last year for the company and her experience and abilities will help us support this greatly,” said Jim Fong, President of Diagnostics Plus.

#### About Diagnostics Plus

Diagnostics Plus is a full-service market research firm offering expertise in all forms of market research, such as customer and employee satisfaction, competitive intelligence, organizational assessments and new product development research. The company specializes in the manufacturing, education, technology, health care and transportation sectors among others. Additional information can be found at [www.diagnosticsplus.com](http://www.diagnosticsplus.com).