



FOR IMMEDIATE RELEASE:

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BioMedix Collaborates to Promote P.A.D. Awareness Nationwide

Saint Paul, MN – September 21st, 2010 – This month, BioMedix Vascular Solutions, Inc. is working with partners to raise awareness of Peripheral Arterial Disease (P.A.D.). September is National Peripheral Arterial Disease (P.A.D.) Awareness Month, and BioMedix is joining forces with local hospitals, the P.A.D. Coalition, the Society for Vascular Nursing and ev3 Endovascular, Inc. to increase awareness of P.A.D. by coordinating large one-day health demonstration events. The P.A.D. Coalition is an alliance of 82 medical organizations, government agencies and corporations united to improve the health and care of patients with P.A.D.

P.A.D. is a serious disease that occurs when there is a buildup of cholesterol and plaque in the arteries of the lower extremities, causing decreased blood flow to the legs and feet. Just like buildup in the heart, clogged arteries in the lower extremities can cause stroke or heart attack. According to the P.A.D. Coalition, P.A.D. affects 8 to 12 million Americans today. Fortunately, today there is a non-invasive technology that can determine the presence of P.A.D. PADnet+ offers P.A.D. testing that can be completed in 15-20 minutes during a regular office visit.

“BioMedix is committed to supporting awareness, early detection and treatment of vascular disease and we are proud to contribute to this effort to improve the nation’s vascular health,” said Meg Heim, Vice President of Marketing for BioMedix, “Through this national initiative, we hope to encourage both physicians and patients to take action to improve the diagnosis and treatment of P.A.D.”

The initiative addresses a problem that is twofold—lack of awareness and lack of access to diagnostic testing. Participating hospitals are supported with important program resources and promotional materials, such as event planning assistance, clinical support from BioMedix representatives and the award-winning BioMedix PADnet+, P.A.D. screening program guidelines, planning timelines and an event materials checklist.

“P.A.D. is a devastating disease that is often undiagnosed,” stated Marge Lovell, RN, Chair of the P.A.D. Coalition, Past President of the Society for Vascular Nursing and clinical trials nurse at the London Health Sciences Centre in London, Ontario. “By partnering with hospitals in local communities to sound the alarm about P.A.D., we aim to reach at risk individuals with life-saving information.”

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About BioMedix

BioMedix Vascular Solutions, Inc. provides the only integrated suite of hardware, software and online services designed to cost-effectively detect Peripheral Arterial Disease (P.A.D.) and Chronic Venous Insufficiency (CVI). Vascular specialists, primary care providers, hospitals and health systems use our products to identify these patients. Our devices and Health Information Technology (HIT) software reduce mistakes, provide data for sound analysis, build practice revenue and streamline reimbursement while providing a platform that supports the continuum of care and increased quality outcomes. For more information about BioMedix products, call 877-854-0014 or log on to www.BioMedix.com.

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