

FOR IMMEDIATE RELEASE:

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**BioMedix™ Now Exclusive Industry Distributor of the APMA Coding Resource Center**

SAINT PAUL, MN – January, 20th, 2011 – BioMedix™ has announced that it has initiated an exclusive partnership with the American Podiatric Medical Association (APMA) to become the sole distributor of the APMA Coding Resource Center (CRC) online coding and reimbursement resource which includes foot, ankle and leg-relevant CPT®, ICD-9 and HCPCS Level II codes that can be fully integrated with BioMedix™ TRAKnet™ DPM Practice Management Solutions. This exciting partnership provides the most accessible and cost-effective coding information for podiatric practices.

“APMA highly values its strong relationship with our Corporate Partner BioMedix™”, said Glenn Gastwirth, DPM, APMA executive director and CEO. “We believe that BioMedix™ is the ideal match as the exclusive distributor of APMA’s CRC because of its understanding of the technology needs of podiatric physicians, commitment to customer service and uncompromising integrity. This relationship allows APMA, which owns CRC, to continue to maintain complete control over the content of the CRC while partnering with a trusted company to handle the distribution.”

CRC users can look up codes, check Medicare National Correct Coding Initiative (CCI) edits, review carrier Local Coverage Determinations (LCDs) and get the latest coding and reimbursement information and articles from any location with an Internet connection. BioMedix™ products with CRC integration bring real-time coding information updates into podiatric practices on demand, providing a single source of coding information that is both convenient and economical. This valuable resource also includes DME and Medicare references, coverage guidelines and the complete searchable archive of APMA Coding newsletter articles. The cost of the one-year subscription to APMA Coding Resource Center is less than the cost of purchasing CPT, ICD-9-CM and HCPCS alone.

“BioMedix™ is continually striving to support the podiatric profession with the most beneficial and cost-effective products and services,” said John Romans, President & CEO of BioMedix™. “Our partnership with APMA and our exclusive distribution of the Coding Resource Center is an exciting way to add additional value to BioMedix™ customers and the podiatric physician community.”

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**BioMedix™**

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## About BioMedix™

BioMedix™ provides the only integrated suite of hardware, software and online services designed to cost-effectively detect Peripheral Artery 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](http://www.BioMedix.com).

*PADnet™ and TRAKnet™ are trademarks of BioMedix™*

## About APMA

Founded in 1912, the American Podiatric Medical Association (APMA) is the nation's leading and recognized professional organization for doctors of podiatric medicine (DPMs). DPMs are podiatric physicians and surgeons, also known as podiatrists, qualified by their education, training and experience to diagnose and treat conditions affecting the foot, ankle and structures of the leg. The medical education and training of a DPM includes four years of undergraduate education, four years of graduate education at an accredited podiatric medical college and two or three years of hospital residency training. APMA has 53 state component locations across the United States and its territories, with a membership of close to 12,000 podiatrists. All practicing APMA members are licensed by the state in which they practice podiatric medicine. For more information, visit [www.apma.org](http://www.apma.org).

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The BioMedix logo is located in the bottom right corner of the page. It features the word "BioMedix" in a bold, white, sans-serif font, with a small trademark symbol (TM) to the upper right of the "x". The logo is set against a dark blue background that has a wavy, light blue and yellow-green border at the top.

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