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## **BioMedix Vascular Solutions is Recognized for Excellence in the 27th Annual Healthcare Advertising Awards Competition**

ST. PAUL, MN — May 24, 2010 — Recognized for excellence in advertising, BioMedix Vascular Solutions, Inc. received one Silver and two Merit awards in this year's Healthcare Advertising Awards for its physician referral, total public relations and patient education programs.

The Healthcare Advertising Awards is the oldest, largest and most widely respected healthcare advertising awards competition. The awards are sponsored by *Healthcare Marketing Report*, the leading publication covering all aspects of healthcare marketing, advertising and strategic business development.

The 27th Annual Healthcare Advertising Awards received 4,000 entries, making it the largest healthcare advertising awards competition of the year. BioMedix was honored to receive one of only 250 Silver awards given, placing in the top 13% of all entries. A national panel of judges was engaged in reviewing all entries based on creativity, quality, message effectiveness, consumer appeal, graphic design and overall impact.

"We are honored to be recognized by the Healthcare Advertising Awards for our marketing programs and education solutions in support of healthcare systems, physicians and hospitals building Cardiovascular and Podiatric centers of excellence for the early detection of vascular disease," said Meg Heim, Vice President of Marketing for BioMedix, "We are proud to provide our customers with award-winning marketing and education materials to further our shared mission."

All winners are posted on the Healthcare Marketing Report's Healthcare Advertising Awards website ([www.HMRpublicationsgroup.com](http://www.HMRpublicationsgroup.com)) as well as published in the *Healthcare Marketing Report*, a national healthcare marketing newspaper.

### **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](http://www.BioMedix.com).

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