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BioMedix™ Recognized at 2011 CardioVascular Advertising Awards

ST. PAUL, MN — November 15, 2011 — BioMedix™, a Health Information Technology company committed to improving vascular disease detection and care, earned five awards at this year's CardioVascular Advertising (CVA) Awards. In two years of entry, BioMedix has won a total of seven CVA awards.

The CVA Awards honor superior performance in cardiovascular-focused healthcare marketing. BioMedix work was chosen from among entries from medical industry professionals across the United States. Entries are judged by categories including creativity, design quality, production and overall effectiveness.

BioMedix received the top honor, a Gold award, for their development of a new website for *Dare to C.A.R.E.*, a nonprofit organization dedicated to the detection and management of cardiovascular disease through education and community outreach. An educational grant from BioMedix to *Dare to C.A.R.E.* enabled the organization to update and optimize their web presence. BioMedix efforts on behalf of *Dare to C.A.R.E.* are part of an ongoing partnership to increase awareness of vascular disease.

BioMedix received four additional awards, including a second Gold in the Special Events category for the creative campaign surrounding their annual employee training meeting. Materials developed for their cloud-based collaborative care program, PADnet™ Disease Management System 2.0 for Specialists, earned two Silver awards and one Bronze. The awarded materials highlight the system's capability to enable earlier, more efficient detection and treatment of vascular disease by connecting care providers at each stage of disease management, along with tracking clinical and financial outcomes.

"We are delighted that the CVA Awards program has recognized BioMedix for a second consecutive year. It is wonderful to see the acknowledgment of the work BioMedix and other companies are doing to raise awareness of vascular disease," said Lyndsay Toensing, Marketing Communication Manager for BioMedix.

Awarded entries are featured in *Marketing Healthcare Today*. A full list of award recipients is available at www.cvaawards.com.

About BioMedix™

BioMedix is a leader in Health Information Technology (HIT) software, products and services that connect podiatric physicians, primary care physicians, vascular labs, cardiovascular and sub-specialty physicians, and healthcare systems in a continuum of collaborative care. We provide the only integrated suite of hardware, software and online services designed to cost-effectively detect vascular disease. Our award-winning suite of medical devices, advanced practice management and Electronic Health Record (EHR) software and web-based solutions give providers a more complete view of patient care. For more information about BioMedix products, call 877-854-0014 or log on to www.BioMedix.com.

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