



FOR IMMEDIATE RELEASE:

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BioMedix™ PADnet™ DMS 2.0 Physician Referral Program Recognized in the 28th Annual Healthcare Advertising Awards Competition

ST. PAUL, MN – May 3, 2011 – The BioMedix™ PADnet™ Disease Management System 2.0 (PADnet™ DMS 2.0) program received two awards in this year's 28th Annual Healthcare Advertising Awards Competition. PADnet™ DMS 2.0 was awarded a Silver in the Physician Referral Program category and a Merit for the Collaborative Care visualization in the New Multimedia category. PADnet™ DMS 2.0 is an advanced web-based vascular program solution that is the cornerstone of referral and financial data analysis for diagnostic and interventional suites. It lays a benchmark by procedure and clinician to make informed decisions about quality of care.

The awards recognize the outstanding creativity, quality, message effectiveness and overall impact. This brings the total Healthcare Advertising Awards BioMedix™ has received to five. The Healthcare Advertising Awards is the oldest, largest and most widely respected healthcare advertising awards competition. The awards are sponsored by the *Healthcare Marketing Report*, the leading publication covering all aspects of healthcare marketing, advertising and strategic business development. BioMedix™ placed in the top 12% of nearly 4,000 entries received.

"It is an honor to be acknowledged for a second consecutive year by the Annual Healthcare Advertising Awards and we are thrilled to receive recognition this year for our care-based physician and hospital marketing programs," said Meg Heim, Vice President of Marketing from BioMedix™, "We are proud to continue to provide award-winning products and services for our customers."

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

About PADnet™ Disease Management System 2.0

PADnet™ DMS 2.0 is a turnkey collaborative care program for developing best practices for vascular program planning and growth and finding patients with vascular disease via PADnet™+ testing. It enables hospitals and healthcare systems to increase efficiency, provide superior service and outcomes and create a center of excellence.

About BioMedix™

BioMedix™ is a leader in Health Information Technology (HIT) software, products and services that connect Podiatric Physicians, Primary Care Physicians, vascular labs, vascular specialists, hospitals and healthcare systems in a continuum of collaborative care. Our integrated suite of hardware, software and services is designed to cost-effectively detect vascular disease and provide a more complete view of patient care. For more information on BioMedix™ products and services, visit www.BioMedix.com or call (877) 854-0014.