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FOR IMMEDIATE RELEASE

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People with Chronic Conditions Experience Additional Benefits of Cost Savings by Wearing a Medical ID

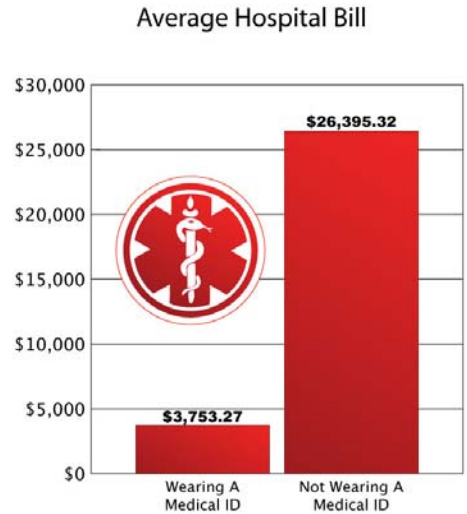
American Medical ID Announces Customer Survey Findings Regarding Disease Management in the Workplace and Treatment in an Emergency; Key Facts Support the Need for Those with Chronic Conditions or Allergies to Wear a Medical ID

Houston, TX – American Medical ID, a leading medical identification jewelry manufacturer, today announced results of a customer survey regarding disease management in the workplace and cost implications of treatment in a medical emergency. The findings indicate that persons living with chronic medical conditions or allergies who did not wear a medical ID had an average hospital bill that was **seven times more** than the average bill for those who were wearing medical identification.

“With healthcare costs on the rise, the healthcare industry is looking for ways to reduce medical expenses,” said Rick Russell, President and CEO of American Medical ID. “Wearing a medical ID is the simplest way for people to take control of their health and make sure their needs are communicated during an emergency. Medical IDs ensure that a patient will receive proper care, eliminate unnecessary testing and reduce the chance of costly medical errors.”

Persons wearing a medical ID who experienced a medical incident at work which led to a trip to the emergency room averaged \$3,753.27 for their hospital bill versus an average hospital bill of \$26,395.32 for those not wearing a medical ID. The primary reasons for the discrepancy in the hospital costs include:

- Patients may experience a more rapid diagnosis and treatment if wearing a medical ID, thus reducing the chance of long term medical implications. For example, a delay in treatment for a person living with diabetes experiencing hypoglycemia could lead to organ failure or amputation.



- There is a lower chance for medical professionals administering potentially harmful medications or treatments, such as drugs that a patient may be allergic to, if the patient is wearing a medical ID. For example, Penicillin is the most common with one-in-ten of Americans reporting this drug allergy; however it is also one of the most commonly used drugs to avoid infection.
- The most expensive place to treat an individual is the emergency room, therefore if admission to the hospital can be avoided, the patient can potentially save thousands of dollars.

The survey also noted that some healthcare providers are reimbursing their patients for their medical ID purchase.

“With 75 percent of healthcare costs going to those with chronic diseases and the rise in incidences of those living with chronic diseases and allergies, many organizations are seeking to decrease healthcare expenditures from large employers to health plan providers to hospitals,” said Dirk Van Slyke, Vice President, Sales and Marketing of American Medical ID. “The survey findings reinforce the importance for anyone living with chronic conditions, allergies or taking certain medications to wear proper medical identification jewelry.”

More than 8,800 American Medical ID customers completed the 15-minute online survey in August. The results were announced at this week’s Health Management Congress event in Anaheim, Calif.

Additional Survey Information:

- Of those surveyed, 12.6 percent kept their condition confidential in the workplace.
- 15.4 percent of those employed either full time or part time had experienced a medical incident in the workplace.
 - 54.7 percent were wearing a medical ID at the time of their incident.
 - 59.7 percent of the incidents resulted in a trip to an emergency room.
 - Those not wearing a medical ID were 44 percent more likely to require a trip to the emergency room.
 - Several respondents reported having allergic food reactions to elements brought into the workplace, even though their coworkers were aware of their allergies, and took precautions.
 - Many other food allergy reactions were the result of improperly labeled food brought in for meetings.
 - In addition to food allergy reactions, the most common incidents reported were seizures, diabetes related episodes (such as low blood sugar), asthma attacks and cardiac events.

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- 23 percent of respondents indicated that their employer offered disease management benefits to their employees including:
 - Annual physical
 - Diabetes education
 - Exercise promotion/availability/resources
 - Nurse hotline
 - Preventative care
 - Smoking cessation assistance
 - Stress management
 - Wellness rewards

- What respondents do to stay healthy on the job:
 - Drink water 77.0%
 - Snack healthy 48.2%
 - Take regular breaks 46.0%
 - Stretch 32.4%
 - Exercise during lunch 10.9%
 - Nothing 11.3%

- What respondents do to reduce healthcare costs:
 - Don't smoke 72.1%
 - Annual physical 69.5%
 - Eat right 67.6%
 - Exercise 57.3%
 - Nothing 7.2%

About American Medical ID

Since 1994, Houston-based American Medical ID has created high quality, customized medical identification jewelry to meet one's everyday lifestyle. The medical IDs are available with various styles of bracelets, necklaces, watches and sportbands, in gold, gold-filled, sterling silver, stainless steel, titanium and nylon. Each ID is custom fitted and personalized with complimentary engraving. Candidates for a medical ID include anyone living with chronic or rare medical conditions such as diabetes, asthma, heart conditions, stroke risk or memory impairment; persons with allergies such as food, drug or insect; or those taking multiple medications or blood thinners.

American Medical ID also provides a free Online Medical Registry, where participants can maintain an online personal health file of their medical conditions, emergency contact information, prescriptions, over-the-counter medications and personal and medical files such as living wills, donor cards, EKGs and CTs. This file can be accessed anytime through a secure online connection or a 24-hour emergency telephone line. The program also provides 24/7 unlimited access to a registered nurse for emergencies or ongoing health questions.

For more information about American Medical ID, visit www.IdentifyYourself.com.