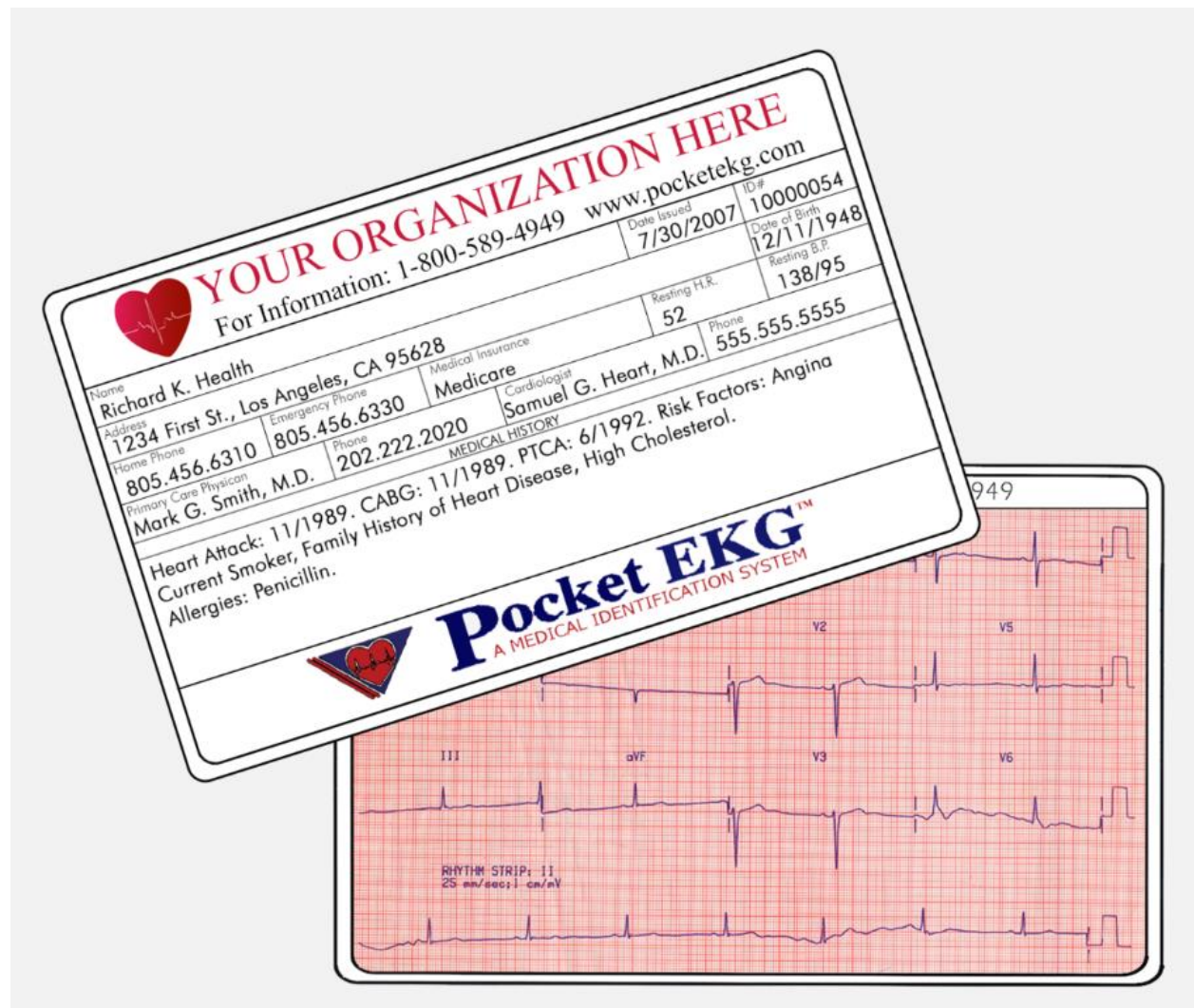


Pocket EKG® Benefits

What is a Pocket EKG®?

The Pocket EKG® is a personal wallet-sized medical identification card that provides essential emergency information and cardiac history on one side, and your actual baseline EKG on the other. The hospital name and logo, along with both the primary care physician and cardiologist, are all highlighted on the card front to build medical care partnerships.



WHY DO I NEED A POCKET EKG®?

When you have the Pocket EKG®, you are carrying an accurate and up-to-date digest of key information concerning your medical condition and cardiac risk factors. Your 12-lead, baseline EKG is right on the card. Emergency and other admitting personnel obtain much of the information they need at a glance-information that enhances proper diagnosis, prevents unnecessary hospitalization, and may even save your life. The Pocket EKG® card complies with the American Medical Association's guidelines for emergency medical information.

CLINICAL BENEFITS INCLUDE:

There is a 54% reduction in unnecessary hospital admissions when physicians have access to a patient's baseline EKG.

(Journal of General Internal Medicine, December 1990; vol. 5)

Carrying an emergency information card could save the life of someone who is unable to speak after a serious incident.

(The American Medical Association Handbook of First Aid and Emergency Care-1992)

EKG abnormalities increase dramatically with age thus, approximately 10% of people by age 35 will have an abnormal EKG and this number rises to 25% by age 60.

(Journal of American College of Cardiology ACC/AMA Task Force Report-1992, Guidelines for Electrocardiography)

79% of physicians felt that a baseline EKG reassured them about the appropriateness of their patient management and treatment decisions.

(American Journal of Medicine, December 1991, Vol. 91)