

## Wear A Medical ID—Save Money

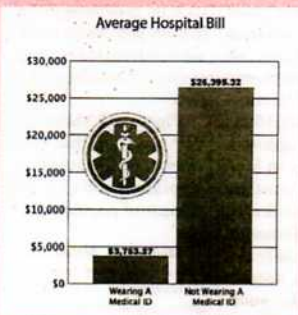
People with Chronic Conditions Experience Additional Benefits of Cost Savings by Wearing a Medical ID

American Medical ID, a leading medical identification jewelry manufacturer, recently 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.
- 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.



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.

Of those surveyed, those not wearing a medical ID were 44 percent more likely to require a trip to the emergency room.

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.

For more information about American Medical ID, call 1-800-363-5985 or visit [www.IdentifyYourself.com](http://www.IdentifyYourself.com)