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FOR IMMEDIATE RELEASE

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American Medical ID Creates Jobs in Austin

Medical Identification Manufacturer Hires Key Senior Personnel To Continue Pursuit of Medical ID Education

Austin, TX – American Medical ID is pleased to announce the expansion of their operations with the appointments of four local professionals in their Austin office. The expansion also includes one new hire and promotion at the American Medical ID headquarters in Houston.

“As we grow our business, it has been a tremendous benefit to recruit talent from both Austin and Houston who feel passionately about the need for those with chronic diseases or allergies to wear proper medical identification,” said Dirk Van Slyke, Vice President, Sales and Marketing of American Medical ID in Austin. “Recognizing the amazing marketing presence in Austin, American Medical ID is pleased to welcome these four qualified, local individuals.”

Since experiencing rapid growth and expanding into the United Kingdom and Canada with its affiliate company Universal Medical ID, American Medical ID chose to expand its sales and marketing force thus capitalizing on the educated and experienced workforce in Austin.

To create awareness and encourage the ownership and use of medical IDs, American Medical ID distributes through retail pharmacies such as H-E-B and Costco as well as non-profit organizations including the Alzheimer’s Foundation, the American Academy of Nurse Practitioners and Mended Hearts, an affiliate of the American Heart Association. American Medical ID is also a National Affinity Sponsor of the American Diabetes Association®.

As the director of sales, Matthew Padon manages new relationships for the company’s affiliate partnership program. Prior to joining American Medical ID, Padon was employed with PolyDyne Software.

As the public relations manager, Megan Haywood oversees American Medical ID’s public relations, communications and media relations efforts. Before joining American Medical ID, she was employed with global public relations firm Burson-Marsteller.

As the account manager, Tara Brawley oversees existing relationships for the company’s affiliate partnership program and directs American Medical ID’s marketing fulfillment operations. Before joining American Medical ID, Brawley was employed with Remedy, a Chicago healthcare marketing communications firm. She began her career at the University of Texas Medical Branch at Galveston.

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As the assistant marketing manager, Carthy Picton supports American Medical ID marketing initiatives. Before joining American Medical ID, Picton was a student at the University of Texas at Austin and held several collegiate internships including the Austin Film Festival.

American Medical ID is currently located at One Congress Plaza but is in the contracting phase for expanded office space on HW 360 pending a move in late summer.

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 and watches, in gold, gold-filled, sterling silver, stainless steel, rubber and nylon. Each ID is custom fitted and personalized with complementary 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 as well as persons with allergies such as food, drug or insect.

American Medical ID also provides a free Online Medical Registry, where participants can maintain an online personal health database 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 database 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.

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