

FOR IMMEDIATE RELEASE

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**Medical Identification Jewelry Recommended for Alzheimer's Patients Residing in
Florida Assisted Living Facilities**

***Florida Seniors at Risk for Leaving Unsupervised From Regulated Care Facilities Are
Required by Law to Carry Medical Identification***

HOUSTON – November 28, 2006 – While it has always been a good idea for individuals with Alzheimer's disease to wear a medical ID clearly stating their condition, medications and emergency contact information, it is now a Florida state law that all Alzheimer's patients — and those with other conditions that put them at risk for leaving a facility unsupervised — have identification on their bodies that include their name, the facility's name, address and telephone number. The best way to display this essential information is on the patient's body — on medical identification jewelry.

"Medical IDs are critical for Alzheimer's patients," said Rick Russell, founder and CEO of American Medical ID, a company that makes personalized medical identification jewelry. "For patients who can't speak for themselves or those who wander off and can't remember critical information about conditions or emergency contacts, a medical ID is a reliable device that can save a person's life by helping emergency responders return them safely to caretakers or family."

Medical IDs from companies such as American Medical ID are personalized and customized for each individual with regard to size and style.

"Most Floridians are unfamiliar with the word 'elopement', the legal term that refers to when someone with Alzheimer's, dementia or other memory diagnosis wander away from a care facility without following the facility's policy and procedures," said Linda Gregory, Executive Director of Brookdale Senior Living/Alterra – Clare Bridge of Gainesville, a memory care-specific Florida Assisted Living Community. "While the legal term is not well known, the problems associated with residents leaving a care facility are. We ensure that our residents are protected and that our facility is in full compliance with the Florida Elopement Law by obtaining affordable medical IDs from American Medical ID for all of our at-risk residents."

Families, caregivers and assisted living facility operators can find more information about this law at <http://fac.dos.state.fl.us/faconline/chapter58.pdf>.

About American Medical ID

American Medical ID creates a wide variety of medical IDs in various metals and styles, each personalized with free engraving. Customers can engrave the medical information that needs to be known in an emergency, such as information on medical conditions, prescription medicines, food and drug allergies, and physician and emergency contact information. For more information, visit www.IdentifyYourself.com or call 1-800-363-5985.

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