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Medical ID Jewelry Critical for Seven Million Americans Living with a Heart Condition

HOUSTON – Feb. 07, 2006 – Medical ID jewelry plays a vital role in the fight to reduce the number of deaths resulting from heart disease and heart-related emergencies. According to the American Heart Association, heart disease is the nation’s leading cause of death; however, recent medical advancements have enabled more than seven million Americans to survive heart disease and live with few complications. Yet, medical research indicates that heart conditions or a family history of heart disease can put individuals at risk for future heart attacks or stroke. Because they accurately, quickly communicate crucial medical information to emergency workers and hospital personnel, medical IDs help ensure proper treatment in emergencies — especially when patients are unable to communicate themselves.

February, National Heart Month, reminds people with a heart condition — and anyone with a medical condition or allergy — to make sure their significant medical information is readily available to all medical personnel. “If a person goes in to cardiac arrest, it is important for them to wear a medical ID. This way doctors can quickly treat them,” said Dr. Atasu Nayak, MD, Cardiologist at Kelsey Seybold Clinic in Houston.

“Wearing the ID keeps us from having to waste time calling around to find out who the doctor is and finding out what’s wrong.” Medical IDs should be personalized with chronic medical conditions like heart disease or diabetes; food, drug or insect allergies; key prescription medications; even emergency contact and physician information. “If a patient is on a blood thinner or is using an implanted device, we want to know that too,” Nayak added.

Many national health awareness organizations, including the American Heart Association, the Centers for Disease Control and Prevention, and Mended Hearts strongly suggest medical IDs. Medical ID jewelry is available in a variety of styles — from inexpensive, nonpersonalized tags to fashionable, gold or sterling silver bracelets and necklaces.

“Producing quality products that fit an individual’s unique medical needs and personal style is critical to the success of a medical ID program,” said Rick Russell, founder and CEO of American Medical ID, a company that provides medical ID jewelry. “For a medical ID to be effective, it must be worn at all times. The best way to ensure that is to offer medical IDs people will want to wear all the time,” Russell said. American Medical ID produces bracelets and necklaces that range from sporty to luxury, depending on the wearer’s preference.

About American Medical ID

American Medical ID was founded in 1994 to meet the need for attractive, durable and affordable medical ID jewelry. Based in Houston, home to one of the world's most advanced medical centers, American Medical ID creates and markets a range of medical IDs, presented on various styles of bracelets and necklaces, in gold, sterling silver, stainless steel and nylon. Starting at \$21.95, each ID is personalized with free engraving. Customers are encouraged to engrave whatever medical information they'd want known in an emergency; typically, this includes medical conditions, prescription medicines, food and drug allergies, and physician and emergency contact information.

In an emergency, when important decisions are made hurriedly, American Medical ID may be a patient's only voice to share lifesaving information with medical professionals. For more information, visit www.IdentifyYourself.com.

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