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**Dirk Van Slyke**  
**American Medical ID**  
**P: 512-852-9062, X105**  
**M: 512-826-0688**  
**E: [DirkV@IdentifyYourself.com](mailto:DirkV@IdentifyYourself.com)**

## **Medical ID Jewelry Important Tool for 20 Million Americans with Kidney Disease**

HOUSTON – March 13, 2006 – Kidney disease is estimated to affect well over 20 million people in the United States, and that number continues to grow. The kidneys filter blood and remove wastes and extra water. When the kidneys are diseased, they stop doing these jobs, and wastes build up, damaging the body. If not treated, kidney disease can lead to kidney failure. For millions of Americans living with chronic kidney disease, medical IDs are an indispensable tool for helping ensure they receive the proper treatment in a medical emergency — especially in cases where an individual is unable to speak for him or herself.

March, National Kidney Month, not only provides a timely reminder to take the steps to prevent kidney disease, it is also a good time to highlight to the millions of Americans already diagnosed with kidney disease that they should continue to effectively manage their conditions and protect themselves in case of an emergency.

“Because of the conditions that arise from kidney disease, it is important to identify your kidney problem so doctors and other professionals can quickly narrow down the cause of your problems,” said Dr. Greg Schmidt, MD, of Atlanta, GA. “Having your medications on an ID is also helpful so we don’t give you anything that may react badly and cause a greater emergency.”

Wearing a medical ID bracelet or necklace that identifies kidney conditions or lists current medications helps ensure prompt and proper treatment in an emergency

“When I worked in the hospital, people came in all the time unable to tell me what medicines and allergies they had. We had to spend a lot of time wondering what we could give them and figuring out what was wrong when we should have been treating right away,” said Dr. Schmidt, “A medical ID is a great way to get past all that guessing and start helping right away.”

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, non-personalized 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.

More information about medical IDs can be found at [www.IdentifyYourself.com](http://www.IdentifyYourself.com).

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