

FOR IMMEDIATE RELEASE

Dirk Van Slyke
American Medical ID
P: 512-852-9062, X105
M: 512-826-0688
E: DirkV@IdentifyYourself.com

Medical ID Jewelry Communicates Vital Information in Emergencies Involving Older Americans

Current, Accurate Medical Information Enhances Accuracy in Emergency Treatment

HOUSTON – July 15, 2006 – For older Americans, a medical ID is a tool that could mean the difference between life and death in an emergency situation. Healthcare companies estimate that the average 65-year or older American takes about 15 prescribed medications, and many suffer from chronic health conditions. In an emergency, medical personnel have very little time to determine a patient’s needs and begin delivering the proper care. Wearing a customized medical ID bracelet or necklace engraved with information about current medical conditions, medications or information about whom to contact in case of an emergency can help ensure that patients receive appropriate treatment and that the right people are notified in a lifesaving situation. Make sure you and your family is protected against medical errors by wearing a medical ID personalized with information that is needed before treatment begins. “Time is critical when dealing with an emergency. A medical ID helps us figure out the next steps without having to waste time guessing.

It’s important we know what medications a patient is on so we don’t prescribe something that could have an adverse reaction,” said Dan Baker, an EMT for 24 years.

While a medical ID can be personalized with your most essential medical information, many medical ID providers allow you to augment your medical information by completing a comprehensive online health care record which can be accessed by health care professionals “It is very important to have your vital information engraved on the ID, but an online medical record is a great way to communicate other facts. You can store information on there from all of your medications to previous procedures such as the insertion of a pace maker.” said Rick Russell, founder and CEO of American Medical ID, a company that provides medical ID jewelry and online medical services.

Medical ID jewelry is available in a variety of styles – from inexpensive, 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 Russell. “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.” American Medical ID produces bracelets and necklaces that range from sporty to luxury.

###