

SURGITRACE PRESS RELEASE
Date: Thursday, November 5, 2009
Email: News@SurgiTrace.com
Phone: 1-800-839-6059

FOR IMMEDIATE RELEASE

SURGITRACE DELIVERS REAL-TIME INVENTORY VISIBILITY FOR HEALTHCARE
"The First Long Range, Real-Time, Medical Device Tracking System"

JUPITER, FL., Nov. 5 / Newswire - SurgiTrace, LLC. A pioneer in research and development for real-time global tracking solution for medical device manufacturers and the healthcare industry today announced the availability of the "New" E1100 medical device long range tracking system. SurgiTrace TRAXMD™ medical device tracking systems will give medical device manufacturers comprehensive real-time visibility, inventory resource optimization and services management from corporate to distribution to the individual representative level. The TRAXMD™ medical device tracking interface is a revolutionary hybrid tracking and software system based on global integrated positioning and triangulation. For more details on the SurgiTrace TRAXMD™ product offering please visit <http://www.surgitrace.com/product.html>.

Medical device manufacturers whose revenue is primarily derived from delivering medical implants and instruments to hospitals and surgeons for operative uses, as well as product loaner and consigned-based services - comprise a large segment of the global economy for surgical products, particularly in developed nations. These companies face an array of complex and volatile supply chain dynamics - widely fluctuating local demand for resources, global pricing pressure, healthcare insurance demands, and revenue recognition management constraints of complex, locally negotiated group purchasing services and delivery contracts. In this context, making bad decisions and not having products arrive to operating rooms on-time for surgery can significantly impact profitability, cash flow and customer satisfaction.

Unlike other manufacturing-based industries, medical device manufacturers have lacked the integrated business management tools necessary to truly manage supply chain performance on a global basis with the use of cutting edge technology due to integration lag times and proficiency. Spreadsheets and homegrown systems offer an opaque view into distribution points and hospital divisions, making it difficult to weed out unprofitable supply channels. Finding the right inventory delivery resources with availability to have additional products to be designated to a hospital or distribution location can be like finding the veritable needle in a haystack. Gauging demand and backlog across geographies is a guess at best. "The bottom line is the less the medical device manufacturer is aware of how much and where its inventory assets are the less profitable. If a manufacturer underestimates its inventory build it cannot support demand opportunities, conversely if it overbuilds then the excess inventory spend will absorb profits. Either way, bottom line and top line growth are affected by asset inefficiency." says Chris Walsh - Distributor Principal of Integrity Medical.

These businesses also face a number of complex multi-billing issues, expense and revenue recognition inventory management issues across various interstate group purchasing jurisdictions that can sap time, resources and increase financial risk - all while trying to ensure ongoing prompt product delivery, billing and receivables across dispersed distribution points and hospital networks.

The SurgiTrace TRAXMD™ system uses web-based computing to address the issues of "Real-Time" global inventory management. The product's comprehensive services functionality and easy-to-use location interface makes it ideal for professional logistics services, back-end warehouse management, outsourcing inventory management and short-range supply chain organizations with international operations. With its automated location management, built-in support for international geofence technology, sophisticated inventory recognition management, SurgiTrace TRAXMD™ eliminates arduous manual processes and shortens the period-end close cycle. And because SurgiTrace TRAXMD™ System is a "Real-Time" location solution, the software enables global services businesses to unlock these benefits with anytime, anywhere access and minimum capital expenditure, while ensuring fast deployment, and lean requirements for ongoing inventory management.

The geofence tool used by SurgiTrace's advanced technology is defined as a virtual perimeter on a geographic area using a location-based service, so that when medical equipment fitted with an enabled tracking device enters or exits the area a notification is generated. The notification can contain important strategic logistics information about the location of the device and can be sent to an end user's mobile telephone or email account. It allows medical device manufacturers to draw zones around any area of key interest including distribution points in their supply chain which may also include hospitals, inventory offices, airports, and courier locations. These geofences when crossed by a SurgiTrace equipped container, retrofitted with the E1100, enables the TRAXMD™ system to trigger a warning to the user or field representative via SMS text message or Email in "Real-Time" which will allow medical device manufacturers to adjust for just-in-time solutions helping to eliminate costly mistakes that directly impact profitability ratios and lengthy product turnaround times.

SurgiTrace TRAXMD™ System is the most complete, end-to-end universal inventory location system that provides abilities for long and short range inventory management to occur simultaneously while providing real-time visibility, resource management and operational control, across complex distribution models, and geographies."

"Most medical device manufacturers today run on archaic pencil and paper spreadsheet systems designed before the global tracking technologies existed. SurgiTrace TRAXMD™ brings medical device manufacturers into the Internet Age, and in so doing massively reduces shipping costs while improving productivity. Instead of waiting three months to find out what happened yesterday with a given medical device container worth several hundred thousand dollars or a series of containers with a particular distribution point, with the SurgiTrace TRAXMD™ System medical device manufacturers can finally manage their operation in real-time," said Bob Salvat, CEO of SurgiTrace.

SurgiTrace pioneering the long range medical device tracking solutions category with its partnership with TRAClogix, LLC and GeoCision, LLC integration last year with SurgiTrace's surgical scheduling and inventory life-cycle software to deliver the first solution to streamline the complete services lifecycle throughout a medical device manufacturer's business--from sales and marketing to services delivery, expenses, billings, and revenue management. The availability of SurgiTrace TRAXMD™ System, surgical products will be delivered with the kind of integrated line-of-sight visibility that is necessary to allocate resources efficiently, improve product project profitability, and drive cash flow - from the corporate level, to distribution, and all the way down to individual sales representatives in the field.

Medical device manufacturers who wish to expand their global services will soon be turning to SurgiTrace TRAXMD™ System to power their worldwide growth, drive greater performance and provide global visibility into such key performance indicators as individual product project cost, profitability and margin, and overall inventory management. SurgiTrace TRAXMD™ will soon also deliver enhanced systems that enables the manufacturer to receive more granular inventory information in-transit, a timely purchase order close process, a more accurate revenue forecasts, as well as the visibility to efficiently manage resource allocation, improve medical container delivery and streamline time and expense processes.

"As SurgiTrace embarks on this new chapter which entails the launching of our Company's initial product line I would like to announce our new tracking system platform. SurgiTrace, with its affiliates, have been in research and development for almost three years now. The team members responsible for assisting the Company in launching the first "Long-range, Real-Time, Medical Device Tracking System" have a combined experience that more than totals 75 years in the fields of medical device distribution, inventory management, telecom, software development, and global location technologies. The goal of the SurgiTrace development team was to produce a line of high quality tracking systems that provide as much transparency as technologically possible that will enable medical device manufacturers to manage their inventory's location and status with an unprecedented level of accuracy. Utilizing several forms of cutting edge tracking technologies and state of the art software architecture our team has successfully completed the final design and development of our first phase production unit and user interface. The first product released from this platform will be part of what will be known as the "Eagle" series.

Our Phase 1 production unit will enable a medical device manufacturer to locate a container to a specific location or building in "Real-Time". This unit now known as the "E1100" tracking unit which will be supported by the TRAXMD™ software user interface will have the speed and accuracy needed to protect and efficiently monitor high valued medical assets anytime and anywhere. The E1100 unit will be available for sale January 1, 2010. Pre-orders will be accepted beginning December 1, 2009.

SurgiTrace would like to thank our team members for an excellent job well done on this monumental breakthrough in assisting the medical community by providing patients with an enhanced universal technology that helps to improve the care they receive. This is an exciting time for SurgiTrace and we look forward to make an impressive impact on the market and the way the healthcare supply chain functions in this new era of real-time information systems." - Bob Salvat, CEO of SurgiTrace

SURGITRACE, LLC. is a medical device tracking solutions company that engages in the design and development of tracking sterile and non-sterile healthcare related inventory. Its products will be used in applications for the tracking and tracing of assets related to surgical devices in an effort to improve patient safety, reduce product liability, and streamline accurate location data between the medical device manufacturer and the distribution supply chain. The company's products include a merger of cutting edge proprietary long range and short range tracking technologies that are retrofitted to medical devices for maintaining their precise locations, usage, and inventory status.

#

For more information on this topic go to www.SurgiTrace.com or to schedule an interview with Bob Salvat, the Company's CEO, please contact Christina Simpson at 1-800-839-6059 Ext. 704 or email csimpson@SurgiTrace.com.