



News Release

For Immediate Release

Contact: Doug Cole (208) 867-5599 / dcole@peyron.com / www.peyron.com
Angela Lewton (208) 867-6808 / <mailto:angelal@unitymq.com> / www.unitymedical.com

IDAHO'S UNITY MEDICAL WINS NATIONAL INNOVATION AWARD

Solutions Aimed at Enhancing Health Provider Interaction with Patients Honored by Health and Technology Industries

Eagle, Idaho – (October 20, 2009) – Idaho-based technology start-up Unity Medical, Inc., today announced that the company won the audience award as the best new service at the **Launch!** competition at the Health 2.0 Conference in San Francisco. Unity Medical unveiled its suite of rich media technologies that offer video interaction for healthcare professionals – enabling them to provide a personalized, human touch when explaining everything from cold symptoms to complex medical procedures. The **Launch!** audience award was given to the best technology presentation from 12 finalists and judged by audience representatives of more than 400 technology and healthcare organizations participating at the conference.

“We're seeing a dramatic increase in the number of new companies launching products at Health 2.0 every year and Unity Medical shows us the demand for rich media content and personalized health information,” said Indu Subaiya, Health 2.0 co-founder. “This is a very savvy technology audience, and they really liked Unity's combination of video, decision support and educational tools for health care consumers,” said Matthew Holt, Health 2.0 co-founder.

Michael Boerner, Unity Medical Founder and CEO, gave the presentation which focused on Unity Medical's proprietary suite of embedded software tools offered to consumers and health

providers. The suite of products include the Wonder Bar™, Journey Log™, Ask an Expert™ and Smart Assessment Tool™ solutions. “We’re delighted that the medical industry at Health 2.0 recognized the ability of our technologies to increase patient engagement and reduce the overall burden and costs on the healthcare system,” said Boerner.

About Unity Medical, Inc.

Unity Medical is headquartered in Eagle Idaho, with all operations in the United States. Unity Medical has experienced exponential growth with a first-to-market position of their digital communication applications that incorporate competencies in technology development, high-end custom video production and original content libraries of information from industry leading experts. More information is available at www.unitymedical.com.

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