

Anodyne Medical Device, Inc. Enters MedTrade Meeting As Market Leader

MedTrade, the largest international trade show dedicated solely to home healthcare, will run from Oct. 2-4 in Orlando, FL. Anodyne Medical Device, Inc. will be there in full force.

This year, Anodyne Medical Device will show the full spectrum of its home health care products, ranging from low-priced home care foam mattresses to high-end powered lateral rotational mattresses. Working from a 3,600-square-foot booth—one of the largest booths at the meeting—Anodyne Medical Device will debut both its foam product, air product and foam/air product lines. In fact, the meeting marks the first time that all four Anodyne Medical Device companies, including PrimaTech Medical Systems, SenTech Medical Systems, AMF Support Surfaces and Anatomic Concepts will exhibit their products under one umbrella, said Dikran Tourian, Executive Vice-President of Sales and Marketing for Anodyne Medical Device.

This year, Anodyne Medical Device's booth will feature multimedia presentations designed to offer attendees a virtual tour of Anodyne Medical Device's manufacturing facilities, display the production process, and virtually assemble products before their eyes. The idea is to offer a close-up look at how Anodyne Medical Device products are designed, built and operate.

“We're really excited,” Tourian said. We'll be the only participant at MedTrade showing such a broad array of products. We'll truly have a one-stop shop for the support surface marketplace.”

Established in 2006, Anodyne Medical Device, Inc. is the nation's leader in the design and manufacture of specialty support surfaces and patient positioning devices for the acute-care, home care and long-term care medical markets.

PrimaTech Medical Systems and SenTech Medical Systems specialize in air therapy, including powered air support surfaces for at-risk patients or those who have developed sores; SenTech Medical Systems also offers seating systems, including battery-powered wheelchair cushions and lateral rotation mattresses for patients with pulmonary complications. Anatomic Concepts offers foam positioning products for the heel, elbow and other points of contact. AMF Support Surfaces manufactures a full range of medical support surfaces, including laminated foam mattresses, air/foam mattresses, static air technology mattresses, wheelchair cushions and specialty pads.

“Between the four companies we truly have products covering every segment of the home care, long-term care and acute-care markets,” Tourian said. “We’ve positioned ourselves as the market leader, and our goal going into this meeting is to continue providing our dealers with the products, service and support needed to sustain that position.”

To interview Mr. Tourian during MedTrade, please contact Barbara Bishop at BBPR, Inc. at 310-656-4668 or Barbara.bishop@bbprinc.com.

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