



FOR IMMEDIATE RELEASE
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LUMEDX Introduces First Women's / Gender-Specific Cardiovascular Clinical Information System

CardioWellness(TM) Promotes Higher-Quality Patient Care, Helps Hospitals Build Successful Gender-Specific CV Programs, Aids Research

OAKLAND, CA - 11/04/2004 -- LUMEDX Corporation, the market leader in fully integrated cardiovascular information systems, <http://www.lumedx.com/>, announces CardioWellness, first in its class as a CV clinical information system designed and validated for tracking women's cardiovascular programs and gender-specific cardiology wellness programs. CardioWellness' gender-specific treatment promotes higher-quality patient care and outcomes, while providing hospitals the tools to build their own successful gender-specific CV centers. CardioWellness enhances as well as tracks success of community outreach, creates multiple revenue streams, and produces a quick return on investment. For a free Women's / Gender-Specific Cardiovascular Wellness Information Kit, visit <http://www.lumedx.com/CVWellness>. Or fax: 510-419-3699.

Each year in the U.S. more than 500,000 women die of cardiovascular disease, making it -- not breast cancer -- the No. 1 killer of women. Because of the strong association of heart disease with men, many women -- and their physicians -- underestimate their risks. Using CardioWellness -- a gender-based clinical information tool -- leads to more effective monitoring of treatment and patient follow up, helping to save the lives of many more women.

CardioWellness is a comprehensive set of tools and support programs that help heart centers manage the differences in presentation, diagnostic testing, risk assessment, and outcomes for men and women throughout the continuum of care. CardioWellness allows for real-time collection of patient data -- in stark contrast to the slow, labor-intensive process of "pulling the charts." In addition, it provides institutions with critical tools and reports needed to track and benchmark their program's progress. CardioWellness helps heart centers:

- Track the volume and outcomes of cardiovascular care
- Compare results with state and national benchmarks
- Implement quality improvement initiatives based on real-time data
- Apply for and complete research grants
- Educate the community and referring physicians to the success of the program
- Create multiple revenue streams by tracking patient procedures throughout continuum of care
- Generate quick return on investment

According to LUMEDX Executive Vice President Laurel Shearer, "LUMEDX is responding to a growing need in the healthcare community. Institutions can provide

better quality care to their patients -- male and female -- by tracking gender-specific prevention programs, risk factor profiles, treatment, and outcomes. In designing CardioWellness, we have worked with leaders in women's cardiovascular care and gender-specific cardiology wellness programs. Our goal is to support our clients' quality of care initiatives while providing them with the tools to help grow their programs and achieve significant return on investment.

"We created CardioWellness with maximum flexibility in mind. It can perform as a stand-alone clinical information system or work seamlessly with a fully integrated cardiovascular information system. Many of our 350 clients expect to add CardioWellness to their current cardiovascular information systems."

To receive a free Women's / Gender-Specific Cardiovascular Wellness Information Kit, visit <http://www.lumedx.com/CVWellness>. Or fax your request: 510-419-3699. Your kit will include detailed information guides explaining program features and workflow, a portfolio of select CardioWellness Reports, and a white paper: Implementing a Gender-Specific Approach to Cardiovascular Disease to Positively Affect Patient Outcomes and Improve Health and Healthcare.

ABOUT LUMEDX

With over 300 heart center clients worldwide, LUMEDX is the market leader in fully integrated cardiovascular information systems and the No. 1 independent integrator of cardiology information solutions. LUMEDX offers the most proven, comprehensive package of clinical information tools, cardiovascular products, and services to help medical institutions enhance quality of patient care, reduce costs, streamline workflow, increase patient volume, and grow revenue.

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