EndoChoice Receives Innovative Technology Contract From Novation

The Associated Press

EndoChoice, Inc., an emerging leader in GI endoscopy, was awarded an Innovative Technology agreement by Novation. The agreement recognizes the innovation and clinical advancements provided by EndoChoice's revolutionary Compliance EndoKit® and allows the more than 65,000 health care members served by Novation to take advantage of special pricing and pre-negotiated terms.

EndoChoice developed the Compliance EndoKit to help gastrointestinal (GI) specialists meet established guidelines to reduce the risks for cross-contamination in endoscopic procedures. In a recent article, "Top 10 Technology Hazards," the ERCI Institute wrote, "Reprocessing of flexible endoscopes is the #1 technology risk in healthcare today." With 24 million GI endoscopy procedures being performed this year in the United States, infection control remains a serious concern.

"Compliance with society guidelines is critical for protecting patients and clinical staff," said Dr. Blair Lewis of Mount Sinai Hospital in New York City. "The Compliance EndoKit brings increased protection and standardization to gastroenterology labs at an affordable price. We are pleased that Novation's Innovative Technology process resulted in recognition of the clinical and safety benefits of the Compliance EndoKit."

Novation's Innovative Technology Program allows Novation to work with member-led councils and task forces to identify and review new or innovative technology that provides an incremental clinical benefit over existing products. The goal of the Innovative Technology Program is to work with members to identify innovative technology that improves patient care or reduces the risk of harm to patients or providers, while simultaneously raising the standard of patient care and safety.

The three-year contract will begin on October 1, 2012. To learn more about the Compliance EndoKit and to review the corresponding White Paper, "Standardizing Endoscopic Processes to Achieve Compliance and Increase Efficiency," please visit: www.endochoice.com/Resource-Library and www.endochoice.com/ECTV/Videos/Compliance-Endokit-Video.

About NovationFounded in 1998, Novation is the leading health care supply chain expertise and contracting company for the more than 65,000 members of VHA Inc. and UHC, two national health care alliances, Children's Hospital Association, an alliance of the nation's leading pediatric facilities, and Provista, LLC. Novation provides alliance members with sourcing services, as well as information and data services. Based in Irving, Texas, Novation develops and manages competitive

contracts with more than 600 suppliers. VHA, UHC, and Provista members used Novation contracts to purchase more than $40 billion in 2011.

About EndoChoiceEndoChoice is a platform technology company providing devices, diagnostics and procedural support for specialists treating a wide range of gastrointestinal diseases. Launched in 2008, EndoChoice was recently recognized for the third consecutive year as one of the nation's fastest growing health companies by Inc. Magazine. The company has products available throughout the U.S. and 32 countries worldwide. To learn more, visit www.endochoice.com.

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