EndoChoice Awarded GI Contract With HealthTrust

The Associated Press

EndoChoice, Inc., an emerging leader in GI endoscopy, announced today that it has been awarded a group purchasing agreement with HealthTrust for endoscope care, cleaning and protection accessories. Since 2008, EndoChoice has been an industry leader in developing innovative products that make the process of cleaning, transporting, and protecting endoscopes both easier and safer. Included in this award are EndoChoice's revolutionary Compliance EndoKit®, CinchPad®, SafeStart® bedside clean kit, Koala® cleaning sponges, Hedgehog® cleaning brushes, and new EndoGlide+ 1.1 oz single-use lubricant.

The new agreement allows HealthTrust's members, which include nearly 1,400 not-for-profit and for-profit acute care facilities, as well as 10,600 ambulatory surgery centers, physician practices and alternate care sites, to take advantage of special pricing and pre-negotiated terms.

"We are pleased to expand upon our existing relationship with HealthTrust and provide their member facilities with a full spectrum of products that streamline and standardize the process of reprocessing endoscopes," said Mark Gilreath, EndoChoice's Founder and CEO. "This contract gives HealthTrust's member facilities access to the clinical and regulatory benefits provided by EndoChoice's revolutionary Compliance EndoKit® as well as other propriety products. Combined with our existing agreement for endoscope repair services, EndoChoice now provides HealthTrust members with industry-leading products and services across the entire endoscope life cycle."

EndoChoice developed its Compliance EndoKit® and individual components to help GI specialists meet established guidelines to reduce the risks for cross-contamination in endoscopic procedures. For the past four years, the ERCI Institute has named the reprocessing of flexible endoscopes as one of the top ten technology risks in healthcare today. With over 24 million GI endoscopy procedures being performed this year in the United States, infection control remains a serious concern. The products made available for HealthTrust members in this contract are designed to help standardize the infection control process and thereby decrease the risk of cross-contamination in a GI endoscopy lab.

About HealthTrustHealthTrust (www.healthtrustpg.com), headquartered in Brentwood, Tennessee, is a group purchasing organization that supports nearly 1,400 not-for-profit and for-profit acute care facilities, as well as 10,600 ambulatory surgery centers, physician practices and alternate care sites. With an annual purchasing volume by its members of more than $21 billion, HealthTrust is

committed to obtaining the best price for clinically recommended products, ensuring their timely delivery, and continuously evaluating and improving its services to the patients, physicians and clinicians it serves. HealthTrust is closely integrated with the provider-proven capabilities of Parallon Business Solutions (www.parallon.net) which include revenue cycle and business process expertise, workforce management solutions, supply chain services and technology solutions.

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 companies by Inc. Magazine. The company has products available throughout the U.S. and 34 countries worldwide. To learn more, visit www.endochoice.com.

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