IPG to be featured on "21st Century Health" to air on Fox News, CNBC

The Associated Press

BOCA RATON, Fla.--(BUSINESS WIRE)--Jan 28, 2013--Multi-Media Productions (USA), Inc. is pleased to announce that IPG, the industry leading provider of Device Benefit Management™ solutions, will be featured on 21stCentury Health, to be aired on Fox News, CNBC, Bloomberg and other reputable leaders in business news.

Device Benefit Management plays a critical role as the industry seeks solutions for managing rapidly growing implantable device utilization and costs in excess of $125 Billion in health plan annual spend.

The IPG Device Benefit Management™ (patent pending) model provides the management, device experience, supporting analytics and industry standards that demonstrate never before seen transparency and price stability to implantable devices.

IPG collaborates with Health Plans in partnership with Employers, Providers, Physicians, and Manufacturers to develop market-based solutions that positively impact cost, quality and affordability of care related to implantable procedures.

Their implant management model effectively manages the complexities associated with device coordination, billing, replacement, and tracking, which subsequently delivers increased transparency and predictability to implantable device spend. Utilizing their unique and market-leading data and clinical analytics through a proprietary device registry, IPG is successfully driving adoption of best practices and improved standards of care.

“As the leader in their industry, IPG was a natural fit for our program,” stated Chris Graniti, Program Producer. “We are excited to have them on our show and share their message.” About IPG As the leading provider of Device Benefit Management solutions, IPG provides high quality, affordable implantable device solutions to address the critical need of reducing overall healthcare costs. The company has pioneered a unique DBM model which streamlines the management and delivery of implantable devices by working directly with health plans, clinical providers, facilities and medical device manufacturers. IPG delivers implant intelligence surrounding the overall cost and quality of healthcare being delivered, adding transparency and control of spend in tandem with the implementation of quality metrics necessary to drive and reward best practices. This approach ensures that patients receive increased access to affordable and innovative life-saving and life-enhancing device-intensive medical therapies. For more information about IPG, call us at 1-866-753-0046, or visit us on the web at www.ipg.com.

About 21 st Century Health 21 st Century Health is an award winning targeted

business show that is independently produced by Multi-Media Productions. The show provides its business viewers an in depth opportunity to find solutions to the industry problems from some of the top business leaders from across the world. Each exclusive segment is taped in our state of the art South Florida Studio Once selected, companies are able to present their story and solutions to industry problems in an exclusive way that sets their company apart from the others. With more than 6,000 companies participating on over 600 shows, 21 st Century Health continues to be the premier and targeted outlet for the latest business stories.

21 st Century Health airs on various national cable networks that are viewed by over 100 million viewers nationwide as well as internationally via DirecTV and Dish Network. The 21CHTV Series is also available at more than 27 prestigious college universities, including Carnegie Mellon University, Howard University, Dartmouth College and Georgetown University.

For specific market-by-market air dates and times, please e-mail Moniqueh@mmpusa.com. For more information, please visit http://www.21chtv.com.

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