American Academy of Private Physicians (AAPP) Selects Itamar-Medical’s EndoPAT™ and WatchPAT™ Products to Promote Patient Wellness

The Associated Press

CAESAREA, Israel--(BUSINESS WIRE)--Mar 11, 2013--Itamar-Medical (TASE: ITMR), the world's leader of noninvasive technology for diagnosis of cardiovascular health, announced today that it has an agreement with the American Academy of Private Physicians (AAPP) to include Itamar's EndoPAT & WatchPAT testing to the innovative suite of diagnostics technologies offered by AAPP physicians to their patients.

As pioneers in the new area of concierge medicine and private healthcare, AAPP members are focused on improving the quality of patient care, strengthening the bond between patients and their physicians, empowering patients as health care consumers; and reducing the cost of health care through diligent management of emerging health risks and chronic conditions.

By including EndoPAT and WatchPAT in AAPP's portfolio, member physicians will be able to add a vital dimension to cardiac and sleep medicine management by allowing early identification and treatment of endothelial dysfunction (a precursor of cardiovascular disease) and sleep apnea (a major factor in cardiovascular risk that has been shown to increase driving fatalities, hypertension, atherosclerosis, and obesity). This will improve the quality of patient care strengthening the bond between patients and their physician.

"One of our goals is to identify technologies that truly add value to our members' practices as they strive to provide state-of-the-art health management to their patients. I believe we have found two devices from one highly innovative company that will enable our members to continue to lead their communities in the early identification and management of cardiovascular risk," said Tom Blue, Executive Director, American Academy of Private Physicians (AAPP).

“We are pleased to have developed a program that provides members of the AAPP and their patients access to these latest breakthrough technologies, advancing wellness through these critical measures of health,” said Marvin Slosman, President, Itamar-Medical Inc. USA.

AAPP physicians will be introduced and trained on the EndoPAT and WatchPAT devices during their annual members’ conference on March 22-23rd, 2013 in Palm Springs, CA.

About AAPP:
The American Academy of Private Physicians (AAPP) is a nonprofit organization

founded in 2003 for the purpose of supporting and fueling the growth of medical practices that provide "concierge" and other forms of personalized, value-based medical care.

About Itamar-Medical:
Itamar-Medical (TASE: ITMR) is a medical technology company developing state-of-the-art biomedical products based on a proprietary signal for non-invasive, early detection of heart disease & obstructive sleep apnea.

About WatchPAT ™:
The convenient, portable sleep apnea diagnostic device installed by the patient in their own home -- all without cumbersome nasal cannulas or belts.

About EndoPAT ™:
The only noninvasive, FDA-cleared device diagnosing endothelial function via an arterial stress test to the cardiovascular system providing an early indicator of cardiovascular disease. This 15-minute, office-based diagnostic is used by many hospitals around the nation such as Mayo Clinic, Mount Sinai New York, Cedars-Sinai Los Angeles, Johns Hopkins University, and has been incorporated into the Framingham Heart Study during the past 8 years.

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