CTIA -The Wireless Association Selects Orthocare Innovations for National Spotlight Featuring Its Cutting-Edge Wireless Technology

PR Newswire

WASHINGTON, March 11, 2013 /PRNewswire/ -- Orthocare Innovations (www.orthocareinnovations.com [1]) and its Magellan Microprocessor Foot Ankle system are featured in a national multimedia advertising campaign, sponsored by CTIA–The Wireless Association™ (www.ctia.org [2]). The Washington, D.C.-based trade group, which represents all facets of the United States wireless industry, conducted a thorough review of companies and products that are at the leading edge of novel wireless technology applications in health care and determined Orthocare's new, advanced prosthetics technology is an outstanding illustration of innovation and ingenuity utilizing mobile technology.

Beginning today, TV and web viewers will see the Magellan Microprocessor Foot Ankle system highlighted in commercials, web banner ads and a CTIA website that promotes the message "Wireless is Limitless."

CTIA selected Magellan because it includes the first technology designed to automatically collect patients' real-life activity data, then analyze and document it with minimal effort by the clinician. This functionality, afforded by iPhone and iPad apps, as well as Android and Bluetooth technology, enables patients to make adjustments to the Magellan units themselves, such as adaptations to account for changes in footwear.

"We are always eager to showcase how wireless technology can dramatically help people live their lives better and be more productive. When we learned how Orthocare Innovations is incorporating wireless connectivity into its Magellan system, we were eager to showcase its outstanding work and think it's a perfect fit for our 'Wireless is Limitless' campaign," says Steve Largent , President and CEO, CTIA–The Wireless Association.

"We welcome the opportunity to partner with CTIA on this national campaign as wireless communications technology has enabled Orthocare to begin connecting users with their devices and health care providers like never before," commented Doug McCormack , CEO and Co-Founder of Orthocare. "Patients will benefit and outcomes will improve and mobile technology is helping to facilitate this leap forward in care."

The TV ad, running on CNN and other outlets, features Tara Butcher of San Diego, a real-life Magellan patient. It can be viewed at: http://www.wirelessislimitless.org/campaign-ads/reporting/ [3]

Orthocare achieved earlier acclaim when *FierceMedicalDevices* named it to its

"Fierce 15" list, designating it as one of the leading medical device and diagnostic companies of 2012.

Orthocare Innovations (www.orthocareinnovations.com [1]) *is a leading research, development and manufacturing organization in the field of orthotics and prosthetics focused on commercializing advanced technologies to improve patient mobility. Building on proprietary sensor and actuation technologies, Orthocare Innovations is developing products that monitor, analyze and react in real-time to changes in patient physiology, alignment and gait. The company's product development approach is to produce products that are consistent with, and contribute to, evidenced-based practice demands for verifiable clinical efficacy and improved patient performance.*

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Links:
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