



FOR IMMEDIATE RELEASE:

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## **BioMedix Appoints Cindy Goff as VP of Legislative, Policy and Insurance Affairs**

Saint Paul, MN – July 15th, 2010 – BioMedix Vascular Solutions, Inc. announces the appointment of Cindy Goff as Vice President of Legislative, Policy and Insurance Affairs, where she will build strategic relationships with providers, payers and policymakers to assure ongoing support for BioMedix collaborative care products and services. Ms. Goff has held public policy positions at Blue Cross Blue Shield in Minnesota and at America's Health Insurance Plans (AHIP) in Washington, DC. Ms. Goff will utilize her valuable experience at AHIP, one of the key organizations engaged in the national debate on healthcare reform, in her new role at BioMedix.

"Cindy's time in Washington, DC has added significantly to her extensive knowledge of healthcare, while strengthening her commitment to creating public policy in support of innovation to improve our healthcare system," said John Romans, President & CEO. "We look forward to working together to contribute to the next phase of healthcare reform – system improvement."

As Public Policy Director for Blue Cross Blue Shield Minnesota, Ms. Goff developed policy positions for the state's largest insurer, focusing on developing policymaker support for initiatives to improve health outcomes and eliminate inefficient processes. Ms. Goff has gained a deep understanding of the goals and strategies of insurers working to make the system more efficient and affordable. She has developed valued relationships with providers and has become an advocating voice for them as they interact with insurers and government payers.

"Vascular disease and its close relative, diabetes, are not only major drivers of increases in healthcare costs, but also hold great opportunity for collaboration between providers to work together to improve each patient's quality of life," said Ms. Goff. "BioMedix is creating technology that supports meaningful partnerships that I believe will serve as a model of collaboration for other chronic diseases. Now more than ever, it is imperative that all segments of the healthcare system work together. I'm thrilled to be working with a company that is determined to see that happen."

### **About BioMedix**

BioMedix Vascular Solutions, Inc. provides the only integrated suite of hardware, software and online services designed to cost-effectively detect Peripheral Arterial Disease (P.A.D.) and Chronic Venous Insufficiency (CVI). Vascular specialists, primary care providers, hospitals and health systems use our products to identify these patients. Our devices and Health Information Technology (HIT) software reduce mistakes, provide data for sound analysis, build practice revenue and streamline reimbursement while providing a platform that supports the continuum of care and increased quality outcomes. For more information about BioMedix products, call 877-854-0014 or log on to [www.BioMedix.com](http://www.BioMedix.com).

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