

MEDISANA®

Press Release
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MEDISANA® wins Health Media Award with VitaDock®



Neuss. Under the auspices of Dr. Norbert Blum, former Federal Minister of Labour and Social Affairs, the Health Media Awards (HMA) was issued in Cologne on July 6th 2012 for the best performance in the field of health communication. NRW Health Minister Barbara Steffens and Olympic champion Mark Warnecke acknowledged numerous winners for their commitment to the healthcare industry. At this year's award ceremony also the health specialist MEDISANA® was among the winners, for his campaign for the new VitaDock® App.

VitaDock® is an app that motivates people to monitor their own vital signs. Up to now four measuring modules can be connected to the app: The GlucoDock® blood glucose module. The ThermoDock® infrared thermometer module. CardioDock®, to measure blood pressure and pulse and Target Scale®, a body analysis scale with target function. This has impressed the jury which awarded the application in the category campaign. "VitaDock by Medisana shows very quickly what it is. You want to take blood pressure measurement into your own hands" said Daniela Schmelzer Riester, a member of the evaluation panel. "It's an excellent idea, which fits perfectly into the ever-growing health consciousness of the population."

Over the past five years, the HMA has become a major health award in Germany. MEDISANA® is thus among a number of top prize winners. Awarded in recent years were e.g. Tennis star Michael Stich for its AIDS prevention campaign, swimming world champion Janine Pietsch for her commitment to the German Cancer Society, Ranga Yogeshwar (Quarks & Co.), TV chef Tim Mälzer, Dr. Eckhardt von Hirschhausen and Prof. Dr. Dietrich Grönemeyer.

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About MEDISANA

Medisana AG is a publicly traded, medium-sized company that, as a manufacturer of technological health products (Home Health Care), is represented with a variety of brands mainly in the European market and in a total of 35 countries. Medisana is considered a pioneer of mobile health with its smartphone-based VitaDock health monitoring devices introduced in 2011.

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