

MDEA WINNERS

2004 MDEA Ceremony Brings Out the Best


Presentation of gold and silver awards honors the best and the brightest in today's medical technology community.

Winning products in the 2004 Medical Design Excellence Awards (MDEA) competition were celebrated at a ceremony held in June at the Medical Design & Manufacturing East 2004 Conference and Exposition in New York City.

The 28 winning products in this year's competition were selected from scores of entries by a panel of 11 expert jurors. Now entering its eighth year, the annual MDEA competition is the premier awards program for the medical technology community, recognizing contributions and advances in the design of medical products.

Gold and silver awards were presented in 10 categories, including critical-care and emergency medicine products; dental instruments, equipment, and supplies; finished packaging; general hospital devices and therapeutic products; implant and tissue-replacement products; in vitro diagnostics; over-the-counter and self-care products; radiological and electromechanical devices; rehabilitation and assistive-technology products; and surgical equipment, instruments, and supplies.

Judging criteria for the competition are intense. MDEA-winning products excel in the areas of product innovation, design and engineering excellence, end-user and patient benefits, and cost-effectiveness in manufacturing and healthcare delivery. The MDEA program is presented by Canon Communications llc, with publication sponsorship provided by Medical Device & Diagnostic Industry magazine. Corporate sponsorship for the 2004 MDEA competition was provided by Avail Medical Products (Fort Worth, TX), DuPont Medical Packaging (Wilmington, DE), The Medtech Group Inc. (Plainfield, NJ), Putnam Plastics Corp. (Dayville, CT), and NuSil Silicone Technology (Carpinteria, CA).

By category, 2004 gold () and silver () award-winning products and submitting companies are as follows. **Critical-Care and Emergency Medicine Products**



From left: 2004 MDEA jury chair Dale Bevington stands with Sue Hart, director of development for Inovise Medical Inc. (Newberg, OR), and MD&DI editor John Bethune. Hart holds Inovise's silver award for its Audicor cardiograph expansion system. (click to enlarge)



Audicor cardiograph expansion system, manufactured by Inovise Medical Inc. (Newberg, OR). The Audicor cardiograph expansion system provides primary-care and emergency medicine physicians with automated detection and reporting of heart sounds and ECG information, aiding in timely diagnosis of congestive heart failure, acute coronary syndrome, myocardial infarction, and left ventricular hypertrophy.