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## Work from Anywhere

### BioMedix: A Case Study

#### Diagnosing artery disease with company's high-tech tablet

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By: Louise Witt (6/1/2009)

BioMedix developed PADnet, a Web-based diagnostic system, to make it easier for primary care doctors to work with vascular care specialists to treat patients who have atherosclerosis in the arteries in their legs or pelvis, otherwise known as Peripheral Artery Disease (PAD).

PAD isn't as well known as coronary artery disease and carotid artery disease, though it can also lead to heart attacks, strokes and other serious health problems. BioMedix's PADnet system, used in about 1,800 physicians' offices around the country, lets primary care physicians conduct noninvasive diagnostic tests and then send the results through secure Web links to vascular specialists who interpret the findings. If the patient has vascular problems, specialists use the PADnet system to track the patients' treatment and share the information with other doctors.

PADnet users initially had a hard time inputting and retrieving information on the system's laptops. St. Paul, Minnesota-based BioMedix wanted to offer a mobile device that would make it even more convenient for health care professionals to access PADnet when they're treating patients either in their offices or in hospitals.

"Believe it or not, one of the most complicated elements in training people to use our product is teaching people how to use a track pad [like those found on most standard laptops]," says BioMedix CEO John Romans. The company contacted Dell about a year ago to create a customized touch screen tablet about the size of a sheet of paper. After months of testing prototypes in doctors' offices and labs and working with Dell to tweak the design, BioMedix started shipping PADnet tablets in March.

About 250 vascular labs use BioMedix's TRAKnet software to manage their patient records and office documents. Roughly 20 hospital groups use the PADnet and TRAKnet systems in their vascular care practices. BioMedix is promoting the tablets for use in hospitals and vascular labs.

Eventually, the company would like to see the Dell tablets replace the PADnet system's Dell laptops. The current PADnet lab system consists of a Dell Latitude™ e5400 laptop, a diagnostic device and a Dell printer housed in a cart. "What I would like to work with Dell on is the possible integration of the tablet into our PADnet device," Romans says.

Romans expects BioMedix to have strong growth going forward. Revenue increased 30 percent in 2008 from the year before. The 12-year-old company has a "good chance to that again" in 2009, he says. The privately held company doesn't release its financial results, but Romans says revenue is between \$15 million and \$20 million.

When BioMedix contacted Dell in early 2008 about making a customized tablet, Romans says the company requested that the mobile device be easy to use as well as stylish. Over the course of the year, BioMedix's staff and customers tested several prototypes.

The two-pound PADnet tablet has a touch screen, which can be used with either a stylus or a finger, a built-in modem, speakers, camera, wireless networking capability, an extra battery, a CD burner, USB ports and a hard drive powerful enough to run sophisticated software programs.

Though some smaller companies specialize in making health care devices, Romans says BioMedix decided to go with Dell. The 100-employee company wanted name-brand products and reliable 24/7 service and support.

Romans says BioMedix would like to work with Dell on other medical devices: "We would love to have a more active relationship with business development within Dell so we can better understand what is trending in the PC marketplace, what new technologies are coming out of Dell and how they may be able to enhance our device and the product that we deliver to our customers."