

BioMedix® by Collaborative Care Diagnostics Hires Former CSI Manager to Lead Sales

Saint Paul, Minnesota – BioMedix® announced that Graham Heaven has been hired as Sales Vice President to oversee all sales activities surrounding PADnet, a market-leading diagnostic device and collaborative care technology platform designed to facilitate the earlier detection, treatment, and management of Peripheral Artery Disease (PAD) and Chronic Venous Insufficiency (CVI). Mr. Heaven comes to BioMedix with an extensive Sales and Marketing background in medical diagnostic equipment, therapeutic medical devices, and broadcast media.

"With 8-12 million people in the US having PAD and roughly 40% of adult men and women having CVI, peripheral artery disease and chronic venous insufficiency are two disease states that are attracting a lot of attention from the healthcare community from both a care and cost perspective," stated Mike Hawks, Collaborative Care Diagnostics Chief Financial Officer. "We believe the PADnet collaborative care model is playing a critical role in improving patient health in these two important areas while reducing the overall cost of treatment."

BioMedix® by Collaborative Care Diagnostics, LLC is a leader in Health Information Technology designed to enable earlier detection, treatment, and management of peripheral vascular disease through easy-to-use and clinically meaningful diagnostic technology and supporting collaborative care networks.

For additional information, please contact BioMedix at:
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