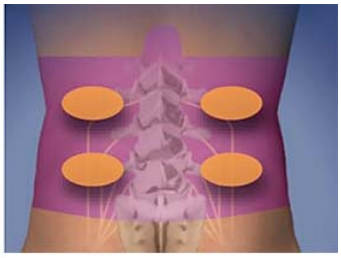
INDEPENDENT TEST DRIVERS OF MEDICAL AND HEALTH RELATED INNOVATIONS

When considering the purchase of any health or wellness device, today's consumer is more demanding of answers about what is on the market. With high speed access to web research are at our fingertips, cutting through the jungle of marketing ads and product hype (to access proven science and technical data) is part of the modern culture of the 'smarter shopper'. With a little web research, we can make far better choices thanks to user reviews, company background checks, case studies or testimonials.



Courtesy of Axiobionics.com

Especially in the case of medical devices and health products, public interest for true quality and performance calls for a more critical eye, one that is not influenced by conventional sales and marketing methods. The value of a good review from **AN OUTSIDE, INDEPENDENT TESTER** (led by an uncompromised team) can offer a more confident understanding and technical credence about the product in question. It is the process of this type of 'test drive' that can offer valuable insight from actual clinical professionals. MEDTECH REVIEWS* aims to bring this unquiue evidence and SCIENCE based observation about the effects of the selected health innovations under review.

Photo courtesy of www.Aurawell.com

A MORE INVOLVED & UNBIASED TEST DRIVE

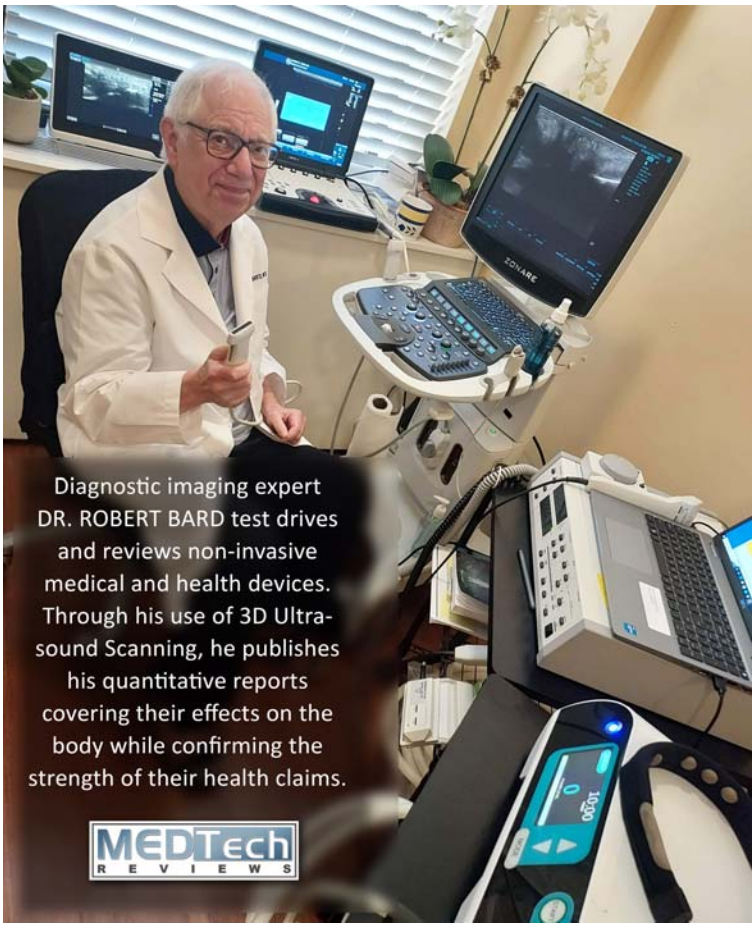
The AngioFoundation is one of the major non-profit groups who supports the awareness about modern, alternative and NON-INVASIVE INNOVATIONS. Through a network of clinical professionals and credentialed health advocates, the MedTech Reviews* program was formed to conduct case studies and research reviews on health related innovations. Combining multiple modalities of evaluation protocols (including the use of diagnostic imaging, behavioral studies and efficacy assessments), an unbiased focus group is designated for each project review to conduct a thorough user exam. Reports may include videos, imaging scans, recorded biometric tracking, user experience and other vital information to substantiating an intelligent review (and consumer activity). Our reviews are submitted for public access and digital distribution through our network of science news outlets.

SCANNING TECH PERFORMANCCE AND PHYSIOLOGICAL RESPONSE

This public education effort is lead in part by diagnostic imaging researcher DR. ROBERT L. BARD and an evaluation team (assembled around each device). This test phase may be comprised of using a 3D Doppler Blood Flow Ultrasound Imaging to add to biometric logging and monitoring of a time-based study on the effects of the device under review. This review can be accessed in the newsletter called **JOURNAL FOR MODERN HEALING**, a public blog-style site where we present quantifiable scanning reports and interpretation analyses of all scanned readings. We provide this review to the public as part of an educational initiative to support beta testing with multiple modalities, valuation based on multiple opinions and use of non-invasive imaging.

EFFICACY STUDIES & PUBLISHING

Our MedTech Reviews* are free of commercial influence by the device manufacturers and is by no means directed to supporting the marketing of any brand, company or developer. The objective of MedTech Reviews* is to report findings on the immediate physiological effects of any health device under review. All results are based on a BEFORE-AND-AFTER visual response comparison, quantifiable biometrics and a sound description of the clinical imaging - thus aiming to show the body's potential reaction to that device (if any) by virtue of a post-treatment applied scan. Dr. Bard's imaging team provides scan studies designed to assess, confirm or challenge (if necessary) any device's claims to confirm the device's impact on the body.



MedTech Reviews* are usually small, private demo reports and mini-case studies offering **ANECDOTAL** reports from professionals who provide both observational and clinical imaging. The MedTech Reviews* are to be conducted by our team's evaluators, where scans and reports are limited to personal evaluations. For those who desire a more rigorous evaluation, our team is also experienced with IRB-approved clinical trials, programs involving major research institutes and recruiting a large number of consenting patients.

EDUCATION and AWARENESS about non-invasive technologies are the major objectives behind our MedTech reviews*. All our findings and reviews are published in our public newsletter, backed by health advocates and non-profit associations in support of research and improved health solutions.

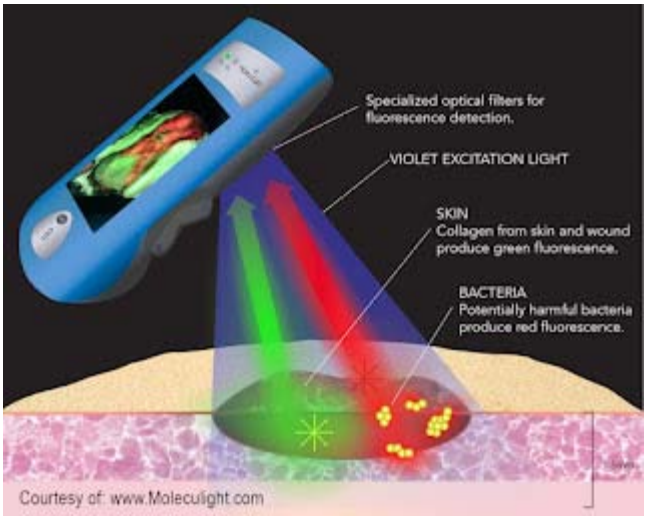
TYPES OF APPLICATIONS

1) "USE AS INSTRUCTED": All devices under FDA approval (via 510K) are presented publicly to perform a specific function under an exact application. Dr. Bard's beta testing and scanning review provides a visual review of the device's effects on the body as labeled.

2) "OFF-LABEL USE": Certain devices are accepted in MedTech Reviews* under the sole discretion of Dr. R. Bard for exploratory research if the concept of the technology protocol (not necessarily the specific model in hand) may show published potential response to manage or address other disorders that may have not yet earned FDA clearance or approval. Exploratory reviewing is completely academic in its nature, seeking to duplicate these experimental un-cleared applications for any evidence of the pre-published statements in the name of science.

3) OTHER EVALUATORS: Aside from Dr. Bard's imaging, other volunteer users of the product may be involved in the tech review experience, where their personal experiences, their viewpoints and other thoughts on the product may also be shared as part of MedTech Reviews*.

4) PUBLISHING FORMATS & DISTRIBUTION: The MedTech review team shall submit their unbiased report, based solely on their evaluation of the performance or effect(s) of the device in review. These reviews can be in the form of a written review to be published in our MedTech Newsletter for public access. This newsletter can and will be shared throughout the networks of our developers, including IPHA (Integrative Pain Healers Alliance) and our list of health related organizations for re-posting/sharing. Also, our publishing team may produce ONE VIDEO (usually 2-3 minutes in length) of this review to be included in the feature review/article. **No material shall be published without the consent of the developer whose device is under review**.



5) TECH EVALUATION PROCESS: For any review to carry the necessary validity, our professionals undergo specific protocols that conform to our reporting standards. We hand select a team of health professionals who hold specific certifications that pertain to the device under review. For example, testing a wearable neuro-stimulation device calls for us to partner with the likes of physical therapists, chiropractors, orthopedists or neurologists. Such professionals can offer the kind of analysis and feedback supported by their experience and clinical background. Once we receive the technology and understand the proper operating instructions, our testing group detaches from the manufacturer as we conduct our test drive, exploring and challenging the product's claims. All data acquired are carefully logged and all observations are formally recorded, to be assembled into one comprehensive review for public access. It is this level of diligence that raises the bar of our reviews in support of public education or user advocacy.

6) MEDTECH INTERVIEWS 2: As an educational function, the reporting initiative of MedTech Reviews* is not limited to the direct product testing of non-invasive or portable devices. Our publishers are also committed to searching for the latest innovations and sharing direct insight on technologies that may be too large (or too involved) to test drive. This level of reporting is for major medical innovations or upgrades in health facilities. They are recognized as ground-breaking technologies that shape the future of their designated functions or protocols. They are often hospital grade and oversized units or systems where our publishing team covers private interviews with their science officers & engineers.