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***Medical Technology Executives Hear the Future of Patient Empowerment  
Cambridge-based CEO Explains Missing Link***

**WASHINGTON, DC, September 13, 2000** – Speaking before the medical technology executives at the Advanced Medical Technology Association (AdvaMed) meeting today, Body1, Inc. President and CEO Christopher Messina discussed the future of the Internet and patient empowerment.

Citing the aging of the U.S. population and consumers continual, increased desire to play an active role in their health care choices, Messina talked about one of the missing links—medical technology advances—in the 20,000 to 30,000 e-health sites currently available. “Ninety-eight million Americans are using the Internet for health care information,” said Messina. “While there is an enormous amount of information about drugs—prescription, over-the-counter, and dietary supplements—there is not enough about the life-saving, life-enhancing technologies available to diagnose, detect, and treat medical ailments.” Another missing link consumers are craving is on the health care information they seek.

Messina believes that the medical technology industry must be more aggressive in utilizing the Internet to provide patients with information specific to technological advances. “While the Food and Drug Administration approved direct to consumer advertising in the mid-nineties, the Internet will be the way consumers retrieve health care information in the 21<sup>st</sup> Century. In addition the Internet will change the way medical technology is implemented into the health care system and sold.”

Messina cited a real case where someone from Istanbul, Turkey contacted an expert on Body1, Inc.’s Knee1.com knowledge cooperative to find out the name, model and brand of a USA made

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artificial knee for his father's insurance company to order. The son heard that the artificial knees in the US are better made and longer lasting in comparison to the Turkish made artificial knees. Messina also highlighted requests for surgeons who perform specific surgeries and accept a certain insurance company.

Body1's mission is to develop an interactive, deep-content, body specific network that links medical technology with health consumers.

"These examples are representative of what consumers are looking for today in the way of health care information," said Messina. "To fill this missing link, Body1, Inc. will announce later this month, through a partnership with AdvaMed, a new site specific to medical technology breakthroughs. AdvaMed represents more than 800 innovators and manufacturers of medical devices, diagnostic products and medical information systems.

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Body1, Inc.'s Web site, [www.Body1.com](http://www.Body1.com), is a network of interactive, deep, content-rich sub sites called Knowledge Cooperatives, or "KnowCo's," which serve as resources for information on cutting-edge medical technologies. Consumers can also exchange their experiences with each other through a real-time online chat forums, on-line diaries for their specific conditions, or webcasts of live surgeries.