

the Sunset Group found that 86% of Web users interested in health care rated knowledge of new medical technology as an extremely important or important benefit.

“MedTech1.com will make consumers and physicians better partners in making health care decisions by equipping them with reliable information on their treatment options,” said Messina. “As we continue to add content and exciting new features, MedTech1.com will quickly become the premier online health portal for innovative medical technology.”

Medical technology companies interested in participating on MedTech1.com should please contact either Jim Porter, Body1, Inc., by phone at (617) 576-9400 or email: jim@body1.com, or Blair Childs, AdvaMed, by phone (202) 434-7217 or email: bchilds@advamed.org.

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Body1, Inc.'s site, www.Body1.com, is the hub of a network of interactive, deep, content-rich community sites called Knowledge Cooperatives, or “KnowCo’s,” which serve as free medical technology resources. Consumers can also learn from each other. Interactive resources in the Body1 network include real-time online chat forums, on-line diaries for specific conditions, and live surgical Webcasts.

The Advanced Medical Technology Association, AdvaMed, is devoted to providing patients around the globe with timely access to medical technology. It represents more than 800 innovators and manufacturers of medical devices, diagnostic products and medical information systems. AdvaMed members produce nearly 90 percent of the \$68 billion health care technology products consumed annually in the United States, and nearly 50 percent of \$159 billion purchased around the world each year.