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## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

### **Brighton Hospital Selects General Data's Personal ID Wristbands for Positive Patient Identification**

*Brighton is first substance abuse hospital to use company's patient identification wristbands with patient's photos*

**CINCINNATI and BRIGHTON, Mich. – February 15, 2006** – General Data Company, Inc., a leading provider of specialized labeling and identification products and solutions, today announced that Brighton Hospital (<http://www.stjohn.org/brighton>), a Brighton, Mich.-based, 63-bed substance abuse hospital, has completed the integration of General Data's Personal ID™ patient identification wristband system. The Personal ID system enables Brighton Hospital to enhance positive patient identification by printing digitally-captured patient photographs directly on the durable, hi-resolution Personal ID wristbands.

As part of the project, General Data also developed a direct thermal label to replace the hospital's hand-written name tags. Patients' names and photographs are also printed on the name tags.

As a substance abuse hospital, Brighton Hospital is subject to strict confidentiality laws, which do not allow the hospital to use a patient's last name as an identifier. The patient photograph on the patient wristbands and name tags provide the hospital with a true and reliable positive patient identifier, especially in the event a patient is unresponsive or removes his/her name tag.

For phase two of Brighton Hospital's patient identification project, the hospital plans to integrate bar code technology on the Personal ID patient wristbands and throughout its system.

"We are pleased that Brighton Hospital, a member of St. John Health, has selected our Personal ID wristband system," said Peter Wenzel, president of General Data. "As a substance abuse care facility, Brighton Hospital has some unique challenges, especially in the area of patient identification. By implementing our solution, Brighton eliminates the many problems and costs associated with hand-written patient identification, while incorporating patient photos as the foundation of its patient identification efforts helps the hospital conform to confidentiality laws.

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Regardless of whether patients are being unresponsive or uncooperative, staff members will be able to use the hi-res photos to positively verify the identity of their patients throughout their stay.”

The Personal ID wristband system, which includes durable, high-resolution wristbands, direct thermal printers, digital cameras and software, is designed to enable healthcare organizations to use a combination of patient identifiers, including name, photo and bar codes, on wristbands and other documentation to help enhance patient care, eliminate medical errors, reduce costs, address regulatory requirements and prevent fraud.

Prior to implementing the Personal ID system, Brighton Hospital was using wristbands with a plastic sleeve and lapel name tags for patient identification. Staff members would hand-write a patient’s first name and last initial on a piece of paper and insert it into the sleeve of the wristband. The hospital would often have to replace the patients’ wristbands, as they would fade, discolor, or break during the course of the patients’ stay. The hospital used a similar process for its name tags, which included a handwritten first name and last initial, and a “passport-like” photo stapled to the tag. The process of creating and re-creating the wristbands and name tags was both costly and time consuming.

With the new Personal ID system, Brighton Hospital’s staff now captures the patient photograph at admission, and is able to print both the Personal ID wristbands and name tags using a simple direct thermal printer. The photograph is stored and is available for use on other hospital documents.

“At Brighton Hospital we are continually committed to reviewing our practices and the quality of the care we deliver,” said Denise Burton-Epp, president of Brighton Hospital. “Since implementing the Personal ID wristbands, we have recognized an efficiency of work flow, as well as a cost savings. With the Personal ID wristbands and nametags, durability, legibility and printing space are not an issue, and the wristbands enable us to implement a bar-coding process in the future.”

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“The system is also designed to integrate with electronic medical records, which Brighton Hospital will be introducing,” continued Burton-Epp.

The Personal ID wristbands are made of a durable latex-free material that is designed for both short and long-term care. They are available with a tamperproof snap closure or adjustable adhesive closure, and are printed using a simplified, on-demand direct thermal printing process that does not require toner or a printer ribbon.

For more information on Personal ID patient identification wristbands, visit [www.general-data.com/personalID](http://www.general-data.com/personalID) or call 800-733-5252 ext. 2700.

**About Brighton Hospital**

Brighton is a member of St. John Health, the largest provider of inpatient care in Southeast Michigan and one of the largest employers in metro Detroit. St. John Health provides comprehensive prevention, primary care and advanced treatment programs with more than 125 medical centers, and nine hospitals spanning five counties.

**About General Data**

General Data Company is a leading provider of specialized labeling and identification products and solutions. The company’s patent-pending healthcare and laboratory identification technologies are designed to improve patient safety and care, reduce medical errors, facilitate patient administration and provide consumers with peace of mind and confidence in their health care providers. General Data is recognized as the premiere provider of integrated bar code identification and data collection products and solutions that enable businesses in a variety of industries to become more efficient and make better decisions. Founded in 1981, General Data is a privately held company with headquarters in Cincinnati, Ohio. More information on General Data products and solutions can be found at <http://www.general-data.com>.

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