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## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

### **Wayne Memorial Hospital Selects Personal ID Wristbands for Positive Patient Identification**

*Patent-pending wristbands provide Wayne Memorial with durable patient identification solution;  
quick integration provides seamless transition for hospital IT and admissions staff*

**CINCINNATI and GOLDSBORO, N.C. – February 13, 2006** – General Data, a leading provider of specialized labeling and identification solutions, today announced that Wayne Memorial Hospital in Wayne County, North Carolina has selected the company's Personal ID AC™ wristbands to replace the hospital's existing patient identification solution. The patent-pending Personal ID wristbands offer a unique combination of durability, bar code technology and a unique adhesive closure to ensure positive patient identification and security. The wristbands will integrate seamlessly with Wayne Memorial's existing hospital admissions procedures and infrastructure.

"The patient wristband has been an often overlooked piece to the patient care puzzle in healthcare," said Pat Wilkerson, RN, clinical informatics manager for Wayne Memorial. "By using a product such as Personal ID wristbands, we can improve admission and nursing staff efficiency. Identifying our patients with this small yet significant tool provides our patients with the peace of mind that patient care and safety are our priorities. We selected Personal ID because of its durability and because it integrates nicely with the procedures and bar coding technology we already have in place."

"Personal ID wristbands enable Wayne Memorial to implement a new level of positive patient identification," said Shari Dause, director of marketing at TimeMed, a General Data marketing and distribution partner. "We sell thousands of Personal ID wristbands to hospitals across the country, and it has proven to be ideal for both short and long-term care. The hi-resolution printing surface provides plenty of space for text, bar codes and patient photos which are printed using a simplified direct thermal printing process that does not require toner or a printer ribbon."

Wayne Memorial is one of a growing number of hospitals in the country that has implemented a bar code system to administer medications to patients. Virtually every medication from the hospital's pharmacy is labeled with a supermarket-style bar code that can be matched to patients' bar codes on their Personal ID wristbands. A hand-held scanner/computer will compare the drug

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to a patient's medical records and indicate if there is any reason that the drug should not be administered.

"Wayne Memorial has shown over the past several years that it embraces technology to help better serve its patients," said Peter Wenzel, president of General Data. "Personal ID wristbands are the most durable identification solution in the industry, and when combined with bar code technology, allow nurses to focus on patient care rather than reprinting bands or worrying about patient ID errors. We are pleased that Wayne Memorial has chosen our Personal ID solution for their patients."

Personal ID wristbands are constructed to resist tearing, scratching, alcohol, or blood, as well as to prevent degrading or discoloring in showers, whirlpools or therapy baths. The wristbands meet or exceed the patient identification guidelines for the American Hospital Association, the Health Insurance Portability and Accountability Act and Joint Commission for Accreditation of Healthcare Organizations.

#### **About Wayne Memorial Hospital**

As the second largest employer in Wayne County, Wayne Memorial Hospital is considered to be the major hub for healthcare services in the area. Founded in 1896, the hospital has grown from a small, grass-roots organization to a full-service hospital and regional referral center for diagnostic tests, specialty and general surgery, intensive care, cancer care, diabetes care and education, emergency care, physical rehabilitation, and many other types of care. A qualified and dedicated staff of professionals, vast array of in-service and outreach programs, full spectrum of advanced, state-of-the-art equipment characterize the hospital's exceptional facility, which is licensed for 316 beds. With more than 124 physicians and dentists on the Medical Staff, Wayne Memorial Hospital in Goldsboro offers a full spectrum of specialties.

#### **About General Data**

General Data 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

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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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