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HD MEDICAL LAUNCHES CHANNEL ADVANTAGE PROGRAM FOR DISTRIBUTORS, PARTNERS AND OEMS

- Support Program Delivers Significant Channel Advantages for Unique Visual Stethoscope –

Sunnyvale, CA – July 28, 2014 – Amidst growing distributor, partner and OEM demand for its new visual stethoscope, [ViScope®](#), [HD Medical, Inc.](#) launches its new “Channel Advantage™” program. The philosophy behind Channel Advantage is to position HD Medical as business partner and revenue generator for these business relationships. Channel Advantage is multi-faceted ranging from value based pricing and integration support to providing qualified leads and marketing resources as well as achievement awards and discount models among other advantages.

“HD Medical is dedicated to channel success, giving corporate priority to the realization of a robust resource base they can call upon,” said Muthu Krishnan, HD Medical’s Senior Vice President of Business Development. “Channel Advantage targets distributors, partners and OEMs worldwide in the wake of huge sales successes internationally including a multi-million dollar order from the Government of India. Channel Advantage serves as the catalyst to make sales happen for these strategic relationships.”

With ViScope, HD Medical pioneers the concept of the state-of-the-art visual stethoscope offering a unique integrated high resolution visual display. ViScope provides better functionality with high definition sound quality and the ability to “see what you hear” for “dynamic auscultation™”. ViScope is used by cardiologists, general practitioners, nurses, paramedics and other medical professionals in private practice, hospitals and clinics. Of significance, ViScope records and documents heart anomalies for today’s evidence-based world, enabling it to serve as a stethoscope modality for electronic medical records (EMR). Additionally, ViScope performs remote patient monitoring supporting telemedicine applications for rapid patient screenings.

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ViScope has received the US Food and Drug Administration (FDA) 510 (K) clearance and CE certification. Distributors, partners and OEMs wishing to discuss relationships and the Channel Advantage program further should contact Muthu Krishnan, mobile: 408-483-8506, email: muthu@hdmedicalgroup.com

About HD Medical, Inc.

HD Medical, Inc. is a medical device innovator based in California, USA with Corporate Offices in Sydney, Australia and Research Labs in Chennai, India. Since 2005 the company has designed and developed medical products for use in screening and early detection of cardiac conditions. Coming from a tradition of helping to promote personal and community health, through exceptional healthcare diagnostic products and solutions, HD Medical, Inc. is committed to delivering “Higher Dimensions in Healthcare”.

The company markets its innovations to medical professionals, large medical institutions and channel partners through operations in the USA and Asia Pacific. HD Medical’s patented technologies and products offer a paradigm shift in clinical diagnostics. Visit www.hdmedicalgroup.com.

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Note to editors: ViScope is a registered trademark and Channel Advantage and Dynamic Auscultation are trademarks of HD Medical, Inc. All other company, organization, product or alliance names mentioned herein remain the property of their respective owners.