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### **Medical IDs Prove Useful for Clinical Trial Participants**

#### ***American Medical ID Supports Ohio State University Colorectal Cancer Gene Therapy Treatment Trial***

HOUSTON – August 1, 2006 – Doctors and emergency medical personnel encourage clinical trial participants, who often take medications that are unknown to the medical community at-large, to wear medical IDs to ensure proper treatment in case they are involved in a medical emergency. A medical ID is a crucial tool for all individuals with serious and chronic health conditions, those taking medications and especially for those involved in clinical trials for ensuring that emergency medical personnel make accurate diagnoses and initiate appropriate treatment when a patient can't speak for him- or herself.

American Medical ID today announced that it will provide medical IDs for participants in a colorectal cancer treatment trial being conducted by The Ohio State University. "I think it is important for gene therapy patients to wear medical ID bracelets," said Dr. William Carson, Professor of Surgery in the Ohio State University Department of Surgery and a principal investigator in the Human Cancer Genetics Program. "Especially in an emergency, a medical ID is crucial for informing the patient's treating physicians of the agents being used and any possible hazards, both to the patient (as a result of treatment side effects) and to the medical staff (as the result of the gene therapy vector)."

American Medical ID routinely provides medical IDs to clinical trial patients and advocates to medical professionals to recommend medical IDs to their patients. The company offers a variety of products, provides free custom engraving and enables users to set up an online medical record that emergency personnel can access by phone or web when necessary.

### **About American Medical ID**

American Medical ID was founded in 1994 to meet the need for attractive, durable and affordable medical ID jewelry. Based in Houston, home to one of the world's most advanced medical centers, American Medical ID creates and markets a range of medical IDs, presented on various styles of bracelets and necklaces, in gold, sterling silver, stainless steel and nylon. Starting at \$21.95, each ID is personalized with free engraving. Customers are encouraged to engrave whatever medical information they'd want known in an emergency; typically, this includes medical conditions (such as diabetes, asthma or heart disease), prescription medicines such as blood thinners, food and drug allergies, and physician and emergency contact information.

In an emergency, when important decisions are made hurriedly, American Medical ID may be a patient's only voice to share lifesaving information with medical professionals. For more information, visit [www.IdentifyYourself.com](http://www.IdentifyYourself.com).

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