



4919 Route 22
PO Box 56
Amenia, NY 12501-0056

800-562-2139
Fax: 845-373-6360
Email: books@greyhouse.com
www.greyhouse.com

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Contact: Jessica Moody, Vice President, Marketing
(800) 562-2139 x101
jmoody@greyhouse.com

Grey House Publishing announces the 2012 Edition of *Medical Device Register*

Grey House Publishing is proud to announce the Thirty-Second edition of *Medical Device Register*. Published by Grey House Publishing under license from UBM Canon LLC, it continues the *Register's* legacy as the foremost collection of information about medical device manufacturers and products. This two-volume set has been thoroughly researched and contains detailed listings of over 13,000 North American manufacturing companies – it has been completely updated with hundreds more than the previous edition.

Volume 1 begins with a Keyword Index, which lists device names under each of their component words. This enables the user to find the complete medical device name without having to know the entire name or exact wording. Each device is accompanied by a unique 5-digit FDA/MDR code indicating the product's medical specialty area and identifying the specific device. This is the same coding system used by the FDA for regulation of manufacture, manufacturer registration, new product approval, and product recall, thus making it easy for the user to interface with the FDA system. The final component of the listings in the Keyword Index is the medical specialty for which the particular device is most often used.

Following the Keyword Index is the Product Directory, the main section of the book. It is organized alphabetically by product or service name, and listings include the medical specialty area to which each device is assigned, as well as its FDA/MDR code. Rounding out the product listing is an alphabetical list of the product's manufacturers, which includes the manufacturer's name, basic contact information, the product's specifications and list price (when available).

Volume 2 contains Manufacturer Profiles. Profiles are listed alphabetically by company name and include complete contact information, the manufacturer's unique 7-digit FDA number (like the 5-digit FDA/MDR code discussed above, it is part of the FDA's system of medical device regulation), web site and email addresses as well as company data such as sales volume, annual revenue, number of employees and more. For any publicly traded companies, stock symbols are reported. Listings also

include ownership data and the manufacturer's method of distribution. This information is extremely useful in helping the user ascertain how to go about ordering a specific medical device because it indicates whether the manufacturer accepts orders directly, accepts orders solely through distributors or that the company is a distributor rather than a manufacturer. Entries in this section feature the names and contact information of several key executives.

Volume 2 is completed by three indices, a Geographical Index, a Trade Name Index, and a new third index the Parent-Subsidiary Index. The Parent-Subsidiary Index alphabetically lists every parent company in the directory, followed by each of their subsidiary companies. The Geographical Index cross-references the companies listed in the Manufacturer Profiles section by their geographic location. Companies are listed alphabetically by state, then by city or municipality. Canadian and Mexican companies are listed alphabetically by name at the end of the section. The Trade Name Index assists users in connecting a specific brand-name product with the manufacturer who produces it. This is done through the alphabetical list of more than 65,000 brand-name products and their manufacturers.

For quick, easy access to this thorough compilation of medical device data, *Medical Device Register* is also available as an Online Database through UBM Canon LLC. The Online Database is fully searchable and includes features such as new product alerts, customized mailing lists and industry event alerts. For further information, please contact UBM Canon LLC by calling (800) 655-3330 or find them online at www.mdrweb.com.

The 2012 *Medical Device Register*, with its wealth of information and detailed listings, is sure to be a much-used tool, whether by a medical professional, a hospital purchasing agent, or the marketing department of a medical device manufacturer.

"This is the only single-source listing of every medical supplier licensed to sell products in the U.S...Readers will find fast access to the facts on over 12,000 companies and more than 65,000 products."

- Doody's Medical Review

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