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PRESS RELEASE

Local Start Up Seeks Input from Caregivers on Healthcare Improvements

BioDerm Publishes New Survey to Support National Family Caregivers Month

Largo, November 1, 2013: Today BioDerm, Inc., an innovative medical device manufacturer specializing in hydrocolloid, announced the launch of a new survey of caregivers seeking their input on how the company and the healthcare industry can improve care and communication.

Caregivers provide care worth \$450 Billion in the US every year¹ and many suffer from emotional and physical health complications as a result. November is National Family Caregivers Month, and BioDerm is taking this opportunity to reach out to its growing caregiver network to improve services, care and communication.

Startling demographic data¹ suggests that:

- 65.7 million caregivers make up 29% of the U.S. adult population providing care to someone who is ill, disabled or aged.
- More women than men are caregivers: an estimated 66% of caregivers are female. One-third (34%) take care of two or more people, and the average age of a female caregiver is 48.0.
- 10 million caregivers over 50 who care for their parents lose an estimated \$3 trillion in lost wages, pensions, retirement funds and benefits. The total costs are higher for women who lose an estimated \$324,044 due to caregiving, compared to men at \$283,716. Lost wages for women who leave the work force early because of caregiving responsibilities equals \$142,693, and for lost Social Security benefits an estimated \$131,351, and pensions an estimated \$50,000.²

"Caregivers play an integral role in care in the US. They need more support and acknowledgement from healthcare professionals across the spectrum," says BioDerm CEO, Gary Damkoehler. "We're blessed to talk to caregivers every day whose lives have been improved by using our product and are eager to expand our reach into the caregiver community."

This survey is a great opportunity for caregivers to tell us how we can better serve them and their loved ones.”

The survey’s main question is: “As a caregiver, if you could change one thing about the healthcare system in the US, what would it be?”

As a way to show our appreciation to the caregivers who give so much to their loved ones, respondents will be entered to win a **FREE** day of entertainment and pampering! We want to hear from caregivers – what can we do to make your lives easier? Let us know and **one lucky winner will receive a Free Spa Day*** with a range of pampering to choose from including massages, facials, wraps, mani/pedis and so much more!

Want to get in on the action? It’s simple. All you have to do is.... [CLICK HERE](#) and complete the survey!

Caregivers are often the silent heroes, going unnoticed by most of the p

opulation. It’s time to come out of the shadows and let you shine for all of the great work you do.

About BioDerm, Inc.

Headquartered in Largo, FL, BioDerm is one of the nation's leading manufacturers of hydrocolloid products for urinary management, infection control and skin protection. BioDerm, Inc. is the manufacturer of Men’s Liberty, a male external catheter designed especially for community dwelling men, the ReliaFit™ Male Urinary Device, the next generation external catheter designed for hospital use and CathGrip, a universal hydrocolloid securement line which can help reduce tube dislodgement and infection. All BioDerm’s products aim to provide a superior patient experience through added comfort and reliability.

You can find more info here: www.BioDermInc.com

¹ *The National Alliance for Caregiving and AARP (2009), Caregiving in the U.S. National Alliance for Caregiving. Washington, DC. - Updated: November 2012*

² *MetLife Mature Market Group. (June 2010) and National Alliance for Caregiving, Study of Working Caregivers and Employer Health Costs: Double Jeopardy for Baby Boomers Caring for their Parents - Updated: November 2012*