

Contact: Sarah Woodward  
BioDerm, Inc.  
Phone: (727) 507-7655 ext. 2019  
swoodward@bioderm.us

12320 73<sup>rd</sup> Court N  
Largo, FL 33773  
www.bioderm.us



# PRESS RELEASE

## BioDerm Announces New Partnership with Eloquest Healthcare®

- *Manufacturer of the ReliaFit™ supports launch of next-generation urinary management system to reduce infections and improve patient comfort*

**Largo, August 1, 2013:** Today BioDerm, Inc. announced the launch of their new partnership with Eloquest Healthcare®, Inc. to bring the next generation of urinary management devices into the acute care market.

BioDerm, Inc. is the manufacturer of the ReliaFit™ Male Urinary Device, the next generation external catheter that reduces the risk of developing urinary tract infections commonly associated with indwelling catheters. ReliaFit also provides a superior patient experience through added comfort and reliability.

ReliaFit is the next generation of urinary management, utilizing our proprietary hydrocolloid adhesive to provide a safe, skin-friendly seal for 24 hours or more. Because of its occlusive seal and noninvasive design, ReliaFit can help reduce the risk of catheter associated urinary tract infections, or CAUTIs, that cause the US Healthcare system more than \$450 million dollars per year<sup>1</sup>. According to CDC estimates in 2009, US hospitals had more than 560,000 incidents of CAUTI, with 13,000 attributable deaths<sup>2</sup>.

BioDerm is also the manufacturer of the Men's Liberty, a male external catheter designed especially for community dwelling men. With more than 1,500,000 units used since 2006, there are zero reported adverse events, including UTIs or serious skin injuries<sup>3</sup>. Men's Liberty has consistently proven itself to be the healthier, more cost-effective option for men dealing with urinary incontinence outside of the hospital.

"We are excited to be working with Eloquest Healthcare to improve the quality of care that patients receive in hospitals today. ReliaFit fits perfectly with Eloquest's other product lines and they have been amazing partners to work with" says Chief Strategy Officer, Wendy LaTorre. "This product has the opportunity to make a huge impact on patient care and comfort and we're thrilled to be a part of it."

Eloquest Healthcare®, Inc. is a wholly owned subsidiary of Ferndale Pharma Group, Inc. that is focused specifically on serving hospitals, their healthcare practitioners, and patients. Eloquest Healthcare helps deliver safer, more compassionate care by providing intuitive, cost-effective solutions that complement treatment protocols. More information can be found here: <http://www.eloquesthealthcare.com/>

Headquartered in Largo, FL, BioDerm is one of the nation's leading manufacturers of hydrocolloid products for urinary management, infection control and skin protection. You can find more info here:

<http://www.bioderm.us>

---

<sup>1</sup> Gray M. Reducing catheter-associated urinary tract infection in the critical care unit. *AACN Advanced Critical Care*. 2010;21(3):247-257.

<sup>2</sup> Gould, Carolyn, *Catheter-associated urinary tract infection (CAUTI) toolkit*, Centers for Disease Control and Prevention, Available at [http://www.cdc.gov/HAI/pdfs/toolkits/CAUTItoolkit\\_3\\_10.pdf](http://www.cdc.gov/HAI/pdfs/toolkits/CAUTItoolkit_3_10.pdf). Last accessed: May 18, 2011.

<sup>3</sup> Data on File at BioDerm, Inc. and FDA Maude Adverse Event data base.