

## **PTS Diagnostics Announces New Wellness Brand**

*PreVantage™ family of solutions introduced for outcome-based healthcare*

INDIANAPOLIS (Nov. 8, 2018) – PTS Diagnostics, a U.S.-based manufacturer of point-of-care testing devices, today announced the upcoming global launch of PreVantage, an all-encompassing family of solutions and partnerships aimed at addressing the growing demand for the achievement of positive population health outcomes.

The PreVantage brand was developed to address the complex needs of the multiple markets served by PTS Diagnostics. These configurable solutions are offered under singular umbrella brand and can be customized based upon unique customer needs.

“This brand marks our transition into becoming a global wellness solutions provider,” said Robert Huffstodt, President and CEO of PTS Diagnostics. “For more than two decades, PTS Diagnostics has partnered with leaders largely in the health industry by providing products such as our [AICNow®](#) systems and [CardioChek®](#) analyzers, which can allow healthcare professionals to monitor diabetes, as well as assess cardiovascular disease risk. We anticipate using PreVantage to build upon these existing relationships, continue our rapid expansion into new markets, and to help shape the future of healthcare.”

PreVantage allows PTS Diagnostics to strategically align with global healthcare changes through a unique focus on patient outcomes, lower healthcare costs, and improved clinician and patient experiences.

“Outcomes are the new income in many healthcare models, and point-of-care testing aligns perfectly by rapidly and accurately providing results in minutes instead of days,” said Stephen Riendeau, Chief Commercial Officer of PTS Diagnostics. “In this complex global environment, no one product or company can meet the multitude of market demands, it will take an innovative approach which challenges the way that suppliers traditionally have partnered with customers. We’re hopeful that strategic partnerships associated with PreVantage will open doors in multiple market segments and help to improve the overall state of global healthcare.”

PreVantage is being unveiled in the United States and select countries in early 2019. It will continue to grow nationally as healthcare shifts from a fee-for-service model to merit-based incentivization. The brand will also mature globally as PTS Diagnostics assists with meeting unique healthcare needs abroad.

Interested parties are encouraged to reach out to PTS Diagnostics via phone at 877-870-5610, or email at [customerservice@ptsdiagnostics.com](mailto:customerservice@ptsdiagnostics.com) for more information.

### **About PTS Diagnostics:**

*Through its People, Technology and Service, PTS Diagnostics creates health innovation that drives action and results. Since 1992, we have helped medical professionals and patients achieve*

*better health outcomes through our accurate, precise, fast, affordable, and certified point-of-care medical devices. Healthcare professionals have used our CardioChek® products to assess cardiovascular disease risks for more than 140 million patients worldwide through lipid panel screening. And, our AICNow® systems, which provide fast and reliable HbA1c testing, have helped physicians deliver more effective treatments to patients with diabetes. From our headquarters in the United States of America, we design, manufacture, and market our products to more than 130 countries around the globe. For more information, visit [ptsdiagnostics.com](http://ptsdiagnostics.com).*

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