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**FIRST-OF-ITS-KIND HOME-USE MONITOR  
DETECTS KEY SIGN OF MIDDLE EAR INFECTION IN CHILDREN**

***Arm Parents this Cough/Cold Season with EarCheck® Middle Ear Monitor***

**Lenexa, KS** – Innovia Medical, LLC launched EarCheck Middle Ear Monitor today, the first clinically proven, physician-recommended, home-use device that accurately detects the presence of middle ear fluid, a key sign of a middle ear infection.

While EarCheck is for home use, it is based on the same patented and proven technology, acoustic reflectometry (or sound waves), used in doctor’s offices since 1997 and included in the American Academy of Pediatrics’ and American Academy of Family Physicians’ Clinical Practice Guideline for the Diagnosis and Management of Acute Otitis Media (middle ear infection).

EarCheck helps empower parents and gives them peace-of-mind by quickly and painlessly identifying when a child has signs of an ear infection, when it is necessary to seek medical attention, and when the ear infection is going away or gone. Ultimately, it could even help reduce the number of unnecessary visits to the doctor’s office and the overuse of antibiotics.

The device was developed because over 80 percent of children under the age of three have had one or more ear infections, and nearly 50 percent have had three or more. While an infection can develop anytime, the majority occur during the cough/cold season, from October through March, when fluid lingering in the ear after a cold or flu becomes infected with either bacteria or virus. In fact, according to a recent study in Pediatrics magazine, ear infections are:

- The #1 reason for children’s visits to the ER;
- The #1 reason for illness visits to the doctor’s office;
- The #1 reason for antibiotic prescriptions in children, but often hard to diagnose.

“Since middle ear fluid, or effusion, is a key indicator of a current or recent ear infection, EarCheck is a valuable tool for both parents and physicians,” said Jerome O. Klein, MD, Professor of Pediatrics, Boston University School of Medicine. “EarCheck allows parents to track fluid presence and resolution at home, which helps them have more meaningful discussions with their child’s physician.”

(more)

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EarCheck works by sending a pleasant chirping sound into the ear canal. Some of this sound bounces off the eardrum and travels back to the instrument's built-in processor. EarCheck then analyzes the reflected sound to determine if there is fluid in the middle ear.

The presence of fluid is represented by a 1-5 scale on an easy-to-read color display, where level 1 (Green) indicates Fluid/Ear Infection Unlikely and where levels 3-5 (Red) indicate a high Likelihood of Fluid/Ear Infection and suggest you consult with your child's doctor.

The EarCheck Middle Ear Monitor is currently available at Wal-Mart and Babies "R" US or through one of the many online retailers that can be located from EarCheck's website, [www.earcheck.com](http://www.earcheck.com). EarCheck's suggested retail price is \$49.00-\$59.00, depending on the retailer.

For more information, visit [www.earcheck.com](http://www.earcheck.com) or call 1-888-EAR-CHEK (327-2435).

### **About Innovia Medical, LLC**

Innovia Medical, LLC, is a medical device company that develops and markets pediatric medical products under the EarCheck® brand. Innovia Medical's patented products represent the only objective solution for parents to quickly, safely, and painlessly test for signs of an ear infection in children at home.

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