



## News Release

### **2003 Hottest Medical Device is Also the Cutest** *Newborn Bellies Will Never be the Same*



(San Antonio July 7, 2003) The newborn birthday suit just got an adorable accessory. Winner of the top product award – the IDEA Award for 2003 - the Joey Clamp & Cutter® leaves behind an endearing memento on every newborn belly – a smiling koala bear face. This July the Joey received the 2003 IDEA Award, a national award recognizing the most innovative products of the year.

"The Joey is the first medical instrument with a face," notes Ron Hicks, President and COO of Maternus Medical, a Vital Needs company. The Joey Clamp & Cutter is an all-in-one cutting and clamping instrument and the company's flagship product. The Joey Clamp, which is left on the newborn's belly after the cord is cut, features a colorful baby koala face.

Mark S. Kimbrough, principal at Design Edge ([www.designedge.com](http://www.designedge.com)), the product design firm which was tapped for the project, noted that the team jumped on the emotive element early in the process. Phil Leung, the industrial designer on the team, developed the idea of a face in his initial concept drawings. It changed over time into a baby koala bear, or "joey" Now the face has become the primary marketing image for Maternus Medical.

Designed to replace the multiple clamp and scissor operation used in current deliveries, the Joey is the brainchild of Dr. Richard Watson, with Maternus Medical. Father of eight and a physician who has delivered thousands of babies, Dr. Watson sees every birth as a moment worth remembering. "We think parents will appreciate the thoughtfulness that has gone into this instrument."

The Joey Clamp & Cutter also makes it easy for birth partners to cut the cord if they wish, greatly simplifying and adding a new element of safety to the procedure. Soon to be available in leading hospitals, expectant moms should check with their doctor about using a Joey for their upcoming delivery. For more information on the Joey Clamp & Cutter call 866-Go-4-Joey or go to [www.joeyclamp.com](http://www.joeyclamp.com).

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Media Contact: Winter Prosapio, 512-848-6767, [winter@i3pr.com](mailto:winter@i3pr.com)