Welch Allyn Earns Two MarCom Awards from Association of Marketing and Communication Professionals

Company recognized for excellence in marketing and communication for second consecutive year

Skaneateles Falls, NY, USA, December 20, 2012— Welch Allyn, a leading medical diagnostic company that specializes in helping providers improve patient outcomes, today announced it has received two Gold MarCom Awards from the Association of Marketing and Communication Professionals (AMCP). The company received a Gold Award for its public relations efforts around the launch of the Welch Allyn Extra Small KleenSpec® Disposable Vaginal Speculum and another Gold Award for its marketing, public relations and promotional efforts at the Medica International Trade Fair and Exhibition in 2011.

MarCom Awards is an international competition that recognizes outstanding creative achievement by marketing and communication professionals. The competition is administered and judged by the AMCP. The international organization consists of several thousand creative professionals and oversees awards and recognition programs, provides judges and sets standards for excellence. Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. The company received three Gold MarCom Awards from AMCP in 2011 for the writing and design of Frontline, its global employee newsletter and its Connex® Vitals Signs Monitor (CVSM) launch event. Additionally in 2011, Welch Allyn received one of the AMCP's top honors, a Platinum Award, for the company's "A Show of Hands" volunteer initiative.

"We are honored to be recognized by our peers in the MarCom industry for the second year in a row," said Matthew Chadderdon, vice president of marketing communications, global brand management and shareholder relations at Welch Allyn. "Even though we are a small department within a company that manufactures medical devices, we have a lot of extremely talented individuals on our team who have tremendous vision, dedication and creativity."
Welch Allyn received a Gold MarCom Award for public relations activities associated with a new product launch involving traditional media, trade show and social media campaigns in support of the launch of the Welch Allyn Extra Small KleenSpec Disposable Vaginal Specula. The company engaged with end users and reporters through the various outlets to distribute the facts behind why disposable vaginal specula may help improve safety and comfort for patients compared to traditional metal specula; teach physicians how disposable vaginal specula can help them save time and money; and reinforce why a smaller sized, disposable vaginal speculum is needed. The public relations effort resulted in 19 targeted, trade articles about the Extra Small KleenSpec X-Small Vaginal Specula and several mentions, conversations and comments regarding the new product were captured on Twitter and Facebook.

The company earned a second Gold MarCom Award for successfully utilizing the Medica International Trade Fair and Exhibition to present the company's transformation from a traditional device company, to a high-tech provider of digital, connected devices that use wireless technology to transfer patient data to electronic health systems. The company created a digital experience for visitors to its booth as a means to personify the digital and wireless connectivity capabilities of Welch Allyn devices. At the show, Welch Allyn partnered with Heart to Heart International, a not-for-profit organization who provides emergency medical care and relief to areas in need. The company donated €10 to the organization for every attendee who participated in an in-booth blood pressure demonstration. At the end of the four-day event, Welch Allyn exceeded its lead generation goal by more than 150; raised over €2,500 in donations to Heart to Heart International; and received more than 50 story placements in European medical trade publications and websites.

**About Welch Allyn**

Welch Allyn is a leading global healthcare company that offers a complete range of digital and connected diagnostic solutions that help reduce risk and enhance workflow in a variety of clinical settings. Founded in 1915 and headquartered in Skaneateles Falls, NY (USA), Welch Allyn is a family-owned business that employs nearly 2,700 employees in 26 different countries. The company specializes in helping doctors, nurses and other frontline practitioners across the globe enhance care by developing innovative products, breakthrough technologies and cutting-edge solutions that improve patient outcomes, safety and satisfaction. More information about Welch Allyn and its complete line of connected products and solutions may be found at [www.welchallyn.com](http://www.welchallyn.com). Like us on Facebook and follow us on Twitter.

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