

SUPPLEMENTS FOR EXPECTANT/NEW MOMS



Premama[®], a line of natural powdered drink mixes formulated to support the nutritional needs of expectant and new mothers, has introduced 2 products for preconception and postpartum health.

Fertility delivers a supplement formulation that includes *myo*-

Inositol, which is clinically shown to help improve ovulatory function and healthy egg production, and folic acid to support prenatal health, according to **Premama**. **Fertility** is an unflavored drink mix that comes in packets of 2.2 g to be mixed with at least 12 oz of water or other noncarbonated flavored liquids such as juices or smoothies and taken daily.

Lactation is a berry-flavored drink mix daily supplement that is formulated with fenugreek, fennel seed, and blessed thistle to help support healthy milk production, according to **Premama**. Also included in **Lactation** are folic acid, Vitamin D3, calcium, and other essential nutrients for both mother and baby. A **Lactation** 2.5-mg packet mixes with at least 12 oz of water until blended well, or with noncarbonated, flavored liquids such as juices or smoothies.

All **Premama** products are physician approved, vegetarian, gluten free, and made in the United States. **Premama** products are available at retailers nationwide or online. ■

FOR MORE INFORMATION, VISIT www.drinkpremama.com

FREE EKG TRAINING APP FROM SYNDAVER



SynDaver[™] Labs has released a free medical training electrocardiogram (EKG) simulator app for android devices on Google Play. The **SynDaver EKG Simulator** is a digital platform that can function with any medical

training manikin, according to **SynDaver**. Currently available variables include heartbeats per minute, systolic pressure, diastolic pressure, respiration rate, SpO₂, and temperature. Values are displayed both numerically and by color coordinated dynamic waveform with mutable audio indicators for heart rate.

The **EKG Simulator** app allows for 2 android devices to be paired using Bluetooth, which, says the manufacturer, is ideal for a classroom setting because it allows the instructor to update the display remotely to modify the training scenario. Download the free EKG Simulator at <http://syndaver.com/shop/new/ekg-simulator/>. ■

FOR MORE INFORMATION, VISIT www.syndaver.com

MEDICAL SCRIBES AND CODING TOOLS



ScribeAmerica was established in 2004 as a clinical documentation solution for providers transitioning

to electronic health records (EHRs). **ScribeAmerica** says its focus on improving the accuracy and quality of patient documentation has resulted in higher patient satisfaction scores, improved revenue cycle, and better continuity of care.

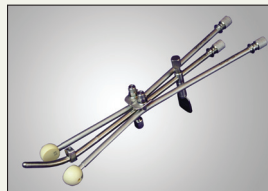
ScribeAmerica recruits, trains, and manages over 7,300 scribes in nearly 900 locations nationwide. Certified Medical Scribes, current with all American College of Medical Scribe Specialists guidelines and testing, specialize in collecting medical data and entering it into a clinician's EHR, resulting in improved operational workflow, claims **ScribeAmerica**. **ScribeAmerica's** medical scribe programs are found in rural and urban hospitals, teaching facilities, private practices, and political organizations.

LiveCode Point of Service Coding is a real-time coding solution that reduces the latency in feedback and improves overall efficacy of the revenue cycle.

The **Individualized Clinical Documentation Advisor (ICD-Advisor)** provides custom reports tailored to the codes used most often in a specific practice. **ScribeAmerica** says its **ICD-Advisor** is fast, individualized to a practice's needs, and affordable. ■

FOR MORE INFORMATION, VISIT www.scribeamerica.com

XOFT CERVICAL APPLICATOR FOR EBX



iCAD, Inc. has added a **cervical applicator** to the **Xoft[®] Axxent[®] Electronic Brachytherapy (eBX) System[®]** for intracavitary treatment of multiple gynecologic cancers in a minimally shielded setting. The **cervical applicator** is used to deliver a precise dose of radiation to larger target areas of the cervix while minimizing exposure to healthy tissue, according to **iCAD**.

Using proprietary miniaturized x-ray as the radiation source, the **Xoft eBX System** delivers isotope-free radiation treatment in a targeted prescribed dose directly to the site where cancer recurrence is most likely, designed to minimize exposure to healthy tissue such as the bladder and rectum. The system requires minimal shielding and therefore does not require room redesign or construction investment and also allows medical personnel to remain in the room with the patient during treatment, says **iCAD**. ■

FOR MORE INFORMATION, VISIT www.xoftinc.com