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New Medical ID Bracelets Available

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Although only available by ordering online or by phone, shoppers at Owen's Pharmacy, Warsaw, will be able to purchase something new and different – a colorful, fun accessory that may also save your life or the life of someone you love.

The store offers information on stylish, new medical ID bracelets and other medical ID jewelry.

Medical ID bracelets and other jewelry are lifesavers – alerting caregivers immediately to medical conditions – but they only work if people are willing to wear them all the time. Until recently, lower-cost medical ID bracelets were available but were unattractive and “clunky” and particularly unappealing to children, teens and young adults.

Medical ID Marketplace has introduced a series of inexpensive, bright, colorful rubber, mesh, crystal, bead, rope, leather and other designs to expand the choices available. The company also offers some more traditional styles, as well as pendant and “dog tag” jewelry options.

Most pieces of Medical ID Marketplace medical ID jewelry carry the Medical Alert symbol and can be customized at no additional charge with engraved information about the medical condition of the wearer. Medical ID jewelry is recommended for anyone who suffers from a range of conditions, such as diabetes, asthma, blood disorders, heart disease and severe drug, food or insect allergies – in case he or she requires emergency medical care and is incapacitated and unable to explain his condition.

Medical ID Marketplace is now offering an additional option on some medical alert jewelry called TextID®. The wearer of a medical alert bracelet or pendant can pay a small annual fee to have a complete medical profile stored in a secure online account. Each account receives a PIN number. The number can be engraved on the jewelry item, along with the phone number 51020. An emergency medical technician can access the phone number, text in the PIN number and obtain the individual's medical record, including medications and up to 10 phone numbers of emergency contacts.

Medical ID Marketplace is also the only vendor in the U.S. for “write-on” Medibands. Medibands are food-grade silicone bands with a white space on the inside which the wearer can use to provide additional medical information. For example, the bracelet may simply say “Allergy” on the outside, but the wearer can write “no peanuts” on the inside – or an emergency contact number could be added. The wearer uses a permanent marker or ballpoint pen to write on the inside of the bracelet and then puts the bracelet in boiling water (that has been taken off the burner) for 30 seconds to make the written notes permanent. Medical ID Marketplace was founded in 2003 in West Conshohocken, Pa., (a suburb of Philadelphia) by two women, Shelly Hope Fisher and Lisa Paige Hobyak who liked to make jewelry. One of their friends had a teenage daughter who had refused to wear the ugly, obtrusive medical alert bracelets that was the only type available at the time. Shelly Fisher designed a pretty, fashionable medical alert bracelet for the teen, which she is now happy to wear all the time. Shelly saw the need for more attractive medical alert

jewelry.

Medical ID Marketplace has partnered with Ronald McDonald House Charities, the Juvenile Diabetes Research Foundation, the Make-A-Wish Foundation and other non-profits. Corporate customers include The Coca-Cola Company and The McDonald's Corporation.

"Our company recognized the importance and lifesaving value of medical bracelets," says Shelly Fisher. "That's why it was so important to create styles that people actually want to wear."

Brochures may be obtained at Owens Pharmacy, Warsaw, and at other Kroger stores throughout Indiana. The jewelry can also be ordered online at www.medical-bracelet.com, or by calling 866-805-1951.

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