

NASHVILLE, TN, September 28, 2013 /24-7PressRelease/ -- [MediPurpose\(tm\)](#) , a manufacturer and master distributor of [medical products](#) , today announced it will be attending the 2013 NANN Conference in Nashville, Tennessee, October 2-5, 2013. In addition to representation from its specialty distributor partners, MediPurpose will have two specialists available to demonstrate and answer questions about its new [babyLance\(tm\) safety heelstick device](#) .

The 29th annual conference, presented by the National Association of Neonatal Nurses, offers neonatal nurses and healthcare providers an opportunity to meet a broad and diverse set of professional needs and to stay connected on an inter-professional level.

MediPurpose Western Regional Sales Manager Shawn McKeever and Eastern Regional Sales Manager Todd Vecellio will be demonstrating babyLance at Ameritus Medical Products' exhibitor booth #318. Ameritus, a subsidiary of Kentec Medical Inc., is the exclusive babyLance Western regional distributor.

babyLance safety heelsticks are [single-use neonatal heel incision devices](#) , used for the collection of blood from the heels of infants. Specifically designed to meet end-user expectations for the ideal neonatal heelstick, babyLance provides enhanced stability, comfort and ease of use.

Earlier this year, MediPurpose received U.S. FDA clearance to market babyLance with the additional claim of having a sharps prevention feature to protect the user from a sharps injury.

"We are excited to again attend the NANN Conference and engage with the many knowledgeable participants," said MediPurpose founder and CEO Patrick Yi, whom also led the babyLance design team. "In fact, we conducted a [survey of neonatal nurses at the 2011 NANN Conference](#) early in babyLance's design phase, and the results played a significant role in its development."

For more information about babyLance safety heelsticks--including [no-cost product sample requests](#) --please visit [www.medipurpose.com/babylance](#)

About Ameritus Medical Products Ameritus Medical Products was first introduced by Kentec Medical, Inc. in 2004.

After decades of manufacturing experience and marketing its products under the name "Kentec," the strategic decision was made to create a brand name differentiating its dual core business activities of manufacturer and specialty dealer.

Today, Ameritus Medical Products is a widely recognized name in the healthcare community, both domestically and internationally. Its product lines primarily support the following areas: labor and delivery, NICU, nursery, PICU, intensive care, anesthesia, respiratory, and biomedical engineering.

For more information about Ameritus Medical Products, please visit www.ameritusmedical.com

For more information about Kentec Medical, please visit www.kentecmedical.com .

About MediPurpose Founded in 1999, MediPurpose is an innovative medical device company headquartered in Singapore, with offices in the United States and Europe.

Known for its popular babyLance(tm) safety heelstick, SurgiLance(tm) safety lancet and MediPlus(tm) advanced wound care products, MediPurpose has leveraged its success in the medical device industry to become a master medical product distributor that provides unique solutions for both medical product manufacturers and distributors.

For more information about MediPurpose's medical products please visit www.medipurpose.com