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Boston Heart Lab Changes Name to Boston Heart Diagnostics

FRAMINGHAM, Massachusetts (May 24, 2011) – Framingham-based Boston Heart Lab announced that it is changing its name to Boston Heart Diagnostics. The company launched its new name and logo at the National Lipid Association Scientific Sessions conference, held May 19-22 in New York City.

“We work hard to earn our reputation every day as a high-science, high-service company that’s approachable and efficient – delivering value to patients and clinicians far beyond lab results,” said President and CEO Susan Hertzberg. “That’s why *Boston Heart Lab* is becoming *Boston Heart Diagnostics*. We believe our new name and logo better reflect who we are, what we do, and our patient-focused mission.”

Boston Heart Diagnostics focuses solely on cardiovascular disease (CVD) – the number one cause of death in the United States. Estimates are that there are 19 million people in the U.S. with diagnosed heart disease and another 45 million at risk. CVD is complicated, and every one of these patients is different. Named “most promising early stage company” in 2009 by Silicon Ventures, the company’s services fall within the sweet spot of the changing healthcare paradigm known as personalized medicine.

The goal is to improve outcomes for patients and save health dollars by tailoring a therapeutic regimen to the patient’s particular circumstances. Cardiovascular disease is ripe for this approach. Researchers are gaining valuable new insights into the causes of CVD and the role of lipid disorders in its progression. There are also promising new drugs in development. The company’s growing suite of cardiac panels and other diagnostic tests are designed to provide the specific patient insight that clinicians need to determine which of the many available therapies is the right one and what lifestyle changes will help produce better health outcomes. Follow-up diagnostic services allow the physician to monitor and adjust treatment plans as required.

Explaining the thought process in choosing the new name and logo, which incorporates an “apple/heart” as a letterform, Ms. Hertzberg said, “The association of apples with health is engrained in our culture. All I need to say is ‘an apple a day’ – and I’ve yet to find someone who couldn’t complete the adage. Thus, the apple/heart is an ideal emblem to represent our goal of integrating wellness strategies with clinical data to prevent and manage heart disease in an optimal way. We work with a full range of primary care clinicians – internists, family doctors, physician assistants, and nurse practitioners – as well as specialists, such as OBGYNs, endocrinologists, and cardiologists, becoming partners in their patient’s health. A key part of our services is the personalized treatment plan that we provide to patients via the ordering physician. This patient-focused guide details the patient’s results along with an easy-to-understand explanation and concrete recommendations on what the patient can do to improve health.”

About the Boston Heart Diagnostics logo

The designer blended the concept of the apple/health with an abstract heart image to signify the connection between hearts and health (as embodied in the apple). Without the leaves, the graphic is definitely a heart. Add the leaves and the image retains its identity as a heart, but is now interpreted/connected with an apple. Additionally, the body of the apple/heart is essentially a pair of parentheses that “hug” or enclose a central heart-shaped space. Accordingly, a subtle secondary message is caring for the heart.

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The logo incorporates the Frutiger font by renowned type designer Adrian Frutiger. Commissioned in the early 1970s for “way-finding signage” in the new Charles de Gaulle International Airport, the easy-to-read font is friendly, clean, and contemporary.

About Boston Heart Diagnostics (BostonHeartDiagnostics.com)

Boston Heart Diagnostics offers clients an unparalleled combination of proprietary tests, actionable information, and dedicated service and support – partnering with physicians so they can provide the best patient care possible. There’s much more to cardiovascular disease (CVD) than “good” (HDL) and “bad” (LDL) cholesterol. Studies show that traditional statin drug therapy to lower LDL cholesterol reduces the relative risk of heart attack by only 25%. Compelling new research suggests that other measurable proteins and sub-particles are critical to predicting whether a particular patient will have a heart attack or stroke. That’s where BHDx comes in – established in 2008, we target the 75% relative risk for a cardiovascular event that remains AFTER lowering LDL cholesterol. We offer a compelling suite of proprietary diagnostics to assess the patient’s health as part of a comprehensive CVD risk profile. We also employ a proprietary algorithm that fully parses test results in light of relevant patient history and the latest peer-reviewed scientific data to produce a personalized treatment plan recommending specific disease-management strategies tailored for each individual patient. When it comes to CVD management, Boston Heart Diagnostics is integral to turning the promise of personalized medicine into a reality.