



Health Robotics

Architecting the i.v. Room of the Future

FOR IMMEDIATE RELEASE

Health Robotics Continues Worldwide Expansion in Denmark with 2nd Generation Robots and Novamed

Bozen, Sud-Tirol, Italy – December 16th, 2011. After successfully switching marketing channel strategies from certain non-performing indirect distribution channels in several countries to Health Robotics' direct management in 1Q2011, the company today announced the extension of the same control over local operations in Denmark, in partnership with local Oncology leader Novamed.

Ulrich R. Andersen, Novamed's Managing Director stated: *"We evaluated all available Sterile Compounding Automation technologies and found Health Robotics' 2nd generation products to be the only solutions which increase patient safety and compounding throughput while at the same time reduce operational expenses, and deliver quick R.O.I. Health Robotics' visionary concept, the I.V. Room of the Future, takes today's Sterile Compounding to a whole new level of uncompromising safety. I look forward to developing exclusive value propositions for Denmark's pharmacies, reflecting the undisputable market superiority of these 2nd generation products: i.v.STATION, i.v.SOFT, and i.v.STATION ONCO".*

1st Generation robots such as Health Robotics' competitors¹ have been generally characterized by semi-automated sterile compounding tasks, large size and weight requiring costly architecture changes to clean rooms, slow speed/throughput [5 to 20 doses/hour], high price (\$1M+), and 3 to 5 years' R.O.I.s. On the contrary, 2nd Generation Robots i.v.STATION and i.v.STATION ONCO are fully automated and can be routinely implemented as plug-and-play installations into existing clean rooms over 95% of the time, offering 3 to 4 times faster speed/throughput at less than half the cost, while delivering payback periods/R.O.I.s of less than 1 year.

Gaspar DeViedma, Health Robotics' Executive Vice President added: *"Since Health Robotics' founding in 2006, the company has sold 75+ Oncology Robots [of which more than 50 are "live" today], while our 3 competitors² [combined] have proclaimed 4 Oncology Robot sales [of which none has yet been reported as "live"]. In the meantime, two of these companies have withdrawn their Oncology robots from the market as a direct result of Health Robotics de facto worldwide market dominance of Oncology Robotics. I look forward to working with Novamed in replicating within Denmark our unprecedented worldwide success."*

About Novamed:

¹ Competitors Announcing Chemotherapy Robots (Dates): RIVA/Intelligent Hospital Systems [2005], ForHealth Technologies (now Baxa/Baxter) [2008], Panasonic [2009].

Since its inception, Novamed has been committed to supply innovative products and services within the fields of oncology and radiology. The company has pioneered the introduction of dose banding and ready-to-use chemotherapy products in Denmark, which has significantly reduced waiting times for patients. We also distribute a wide range of patented products designed to improve productivity and workflow for hospitals. For more information, please visit <http://novamed.dk>

About Health Robotics:

Founded in 2006, Health Robotics is the undisputed global leading supplier of life-critical intravenous medication robots, winning 100% of all worldwide I.V. Robot's publicly announced purchases over the past 23 months, and providing over 200 hospital installations in 5 continents with robotics-based technology and clinical software automation solutions. Health Robotics' world-leading solutions CytoCare® and i.v.STATION® ONCO [hazardous IVs], i.v.STATION® [non-hazardous IVs], i.v.SOFT® [workflow engine for sterile compounding], MEDarchiver® [life-critical clinical information system], and TPNstation™ [totally-automated parenteral nutrition] have and will greatly contribute to ease hospitals' growing pressures to improve patient safety, increase throughput and contain costs. Through the effective and efficient production of sterile, accurate, tamper-evident and ready-to-administer IVs, Health Robotics' products help hospitals eliminate life-threatening drug and diluent exchange errors, decrease other medical mistakes and sterility risks, work more efficiently, reduce waste and controlled substances' diversion, and diminish the gap between rising patient volume/acuity and scarce medical, nursing, and pharmacy staff. For more information, please visit: <http://www.health-robotics.com>

For specific requests, please contact:

Claudia Flaim, Marketing Coordinator
flaim@health-robotics.com