

**FOR IMMEDIATE RELEASE - February 22, 2012**

**MindChild Medical, Inc. Announces Formation of a Clinical Advisory Board  
for the MERIDIAN™ Line of  
Non-Invasive Fetal Heart Rate Monitors**

**The MindChild Clinical Advisory Board Will Advise on the Continued Development of the  
MERIDIAN™ Line of Non-Invasive Fetal Heart Rate Monitors**

(BusinessWire, North Andover, Massachusetts), MindChild Medical, Inc. today announced formation of a Clinical Advisory Board (CAB) for its MERIDIAN non-invasive fetal heart monitor. The CAB will meet periodically to assess the development strategies for the Meridian Monitor and advise the company on the state of the fetal monitoring market. Adam Wolfberg, MD, currently Chief Medical Officer for MindChild, will assume the position of Chairman of the CAB immediately.

Dr. Wolfberg commented, "Formation of the Clinical Advisory Board is an important milestone in the development of the MERIDIAN system. The world-class clinical capabilities and real-life experiences represented by this Clinical Advisory Board in fetal monitoring make this group uniquely suited to support the ongoing development of MindChild's non-invasive fetal monitoring technology."

Joining the Clinical Advisory Board are:

**Aaron B Caughey, MD, PhD**, is the Chair of the Department of Obstetrics and Gynecology and Director of the Oregon Health Sciences University Center for Women's Health. He is nationally recognized as a dedicated clinician, accomplished educator, and prolific researcher.

**Emily F. Hamilton, MDCM**, is the senior vice president of clinical research at PeriGen, and is Adjunct Professor of Obstetrics and Gynecology at McGill University. Dr. Hamilton presents regularly at academic conferences focusing on patient safety or risk management for obstetrical services.

**Gary Hankins, MD**, is the Jennie Sealy Smith Distinguished Professor and Chairman, University of Texas Medical Branch, Department of Obstetrics and Gynecology.

**Michelle L. Murray, PhD, RNC-OB**, is the founder and President of Learning Resources International, Inc. which has produced and provided continuing education courses, educational products, and texts for nurses related to fetal monitoring and labor and delivery nursing since 1986. She is a clinical Associate Professor of Nursing at the University of New Mexico and a full-time member of the Nursing Program faculty at Central NM Community College.



**Michael Ross, MD, MPH**, is Professor of Obstetrics and Gynecology at the Geffen School of Medicine at UCLA and a practicing maternal fetal medicine physician who has extensively studied fetal physiology and fetal responses to hypoxia. He is the co-author of the textbook *Fetal Monitoring Interpretation*, (Lippicott Williams and Wilkins, 2010).

### **About the MERIDIAN Non-Invasive Fetal Heart Rate Monitor**

MERIDIAN is a fetal monitor that non-invasively measures and displays fetal heart rate (FHR). MERIDIAN acquires and displays the FHR tracing from abdominal surface electrodes that detect the fetal ECG signal (fECG). MERIDIAN may also be used to measure and display fetal heart rate using direct ECG (DECG) with a Fetal Scalp Electrode (FSE). MERIDIAN is designed for women who are at term (> 36 completed weeks), in labor, with singleton pregnancies, using surface electrodes on the maternal abdomen. MERIDIAN is intended for use by healthcare professionals in a clinical setting.

### **About the Fetal Heart Monitoring Market**

Over 85%<sup>1</sup> of the 4,000,000<sup>2</sup> live births occurring in the US during 2011 required fetal monitoring during labor and delivery. Current non-invasive Doppler, employing ultrasound to detect FHR is subject to loss of fetal heart rate due to maternal/fetal movement<sup>3</sup>. Fetal Scalp Electrodes (FSE) that connect directly to the fetus during the later stages of labor and delivery are associated with increased risk of maternal/fetal infection<sup>4</sup>. There are an estimated 28,000 fetal monitors spread over 3,400 hospitals in the US<sup>5</sup>, representing an investment of over \$700,000,000<sup>6</sup>. MERIDIAN has been developed to provide uninterrupted fECG data while addressing the deficiencies in both Doppler and FSE via innovative non-invasive monitoring technology.

### **About MindChild Medical, Inc.**

MindChild Medical, Inc., is a privately funded medical device company founded in 2008. MindChild's principal technology platform, the MERIDIAN non-invasive fetal electrocardiograph (fECG) monitor, is designed to report fetal heart rate data equivalent to the gold standard fetal scalp electrode in addition to novel ECG metrics intended to provide obstetricians a deeper understanding of fetal/maternal health and management.

MindChild was co-founded by Adam Wolfberg, MD, Assistant Professor, Tufts Medical Center, Gari Clifford, PhD, previously Principal Research Scientist at Harvard-MIT Division of Health and Science Technology (currently on the faculty at the University of Oxford in the Department of Engineering Science), James Robertson, President and CEO, and Jay Ward, Executive Vice President, both of E-TROLZ, Inc. MindChild has exclusively licensed intellectual property from the Massachusetts Institute of Technology, Tufts Medical Center and E-TROLZ, Inc., a

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<sup>1</sup> "ACOG Refines Fetal Heart Rate Monitoring Guidelines", 6/22/2009 The American College of Obstetricians and Gynecologists Press Release

<sup>2</sup> [http://www.cdc.gov/nchs/data/nvsr/nvsr59/nvsr59\\_03.pdf](http://www.cdc.gov/nchs/data/nvsr/nvsr59/nvsr59_03.pdf)

<sup>3</sup> *Journal of Midwifery*. Vol 18, No, 7: 424-428. July 2010

<sup>4</sup> *American Family Physician*, 1992 Feb;45(2):579-82

<sup>5</sup> <http://www.aha.org/aha/resource-center/Statistics-and-Studies/fast-facts.html>

<sup>6</sup> Company estimates.



Massachusetts technology company that develops and commercializes breakthrough physiologic monitoring platforms for a wide variety of applications.

For more information, please visit [www.mindchild.com](http://www.mindchild.com).