



Innovative Medical Products, Inc. Improves Website To Give Customers a More User-Friendly Experience

Improved site adds e-commerce channel for direct purchase of gel pressure pads, positioning aids and softgoods

PLAINVILLE, Conn., (February 17, 2010) – [Innovative Medical Products](http://www.innovativemedical.com), a global leader in patient positioning, has announced a newly enhanced website (<http://www.innovativemedical.com>) to provide visitors and customers with a more user-friendly experience, enabling them to utilize the site more efficiently and productively.

The revamped site adds a new e-commerce tool allowing customers to complete online purchases through a direct link to the “[IMP Shopping](#)” page. Products that can be ordered online include IMP’s durable [TUFFease®](#) gel pads and the new, soft [Phase 4 Gel™](#) pressure redistribution pads, both designed to help prevent decubitus ulcers. The e-commerce link also lets visitors shop for IMP positioning aids such as the [imp® rail clamp](#) and a variety of softgoods including the [SteriBump®](#), [LapWrap™](#) and [Phase 4 Gel™ Splint](#).

“We wanted to make the IMP website not only more accessible to visitors but also easier to use, easier to navigate with added value for customers like the new e-commerce link,” said Jim Bailey, IMP president. “We think the new site will create a better experience for every user, every time they visit.” Scott Palmere, a member of IMP’s Web development team, designed the site’s new layout.

About Innovative Medical Products

Established in 1983, [Innovative Medical Products](http://www.innovativemedical.com) is focused on developing innovative products to benefit and improve efficiency in operating rooms and hospitals where patient stability and positioning are required, and now offers direct, online purchase of products for the long-term and home healthcare areas. Its products are designed to provide accuracy for the surgeon, save time for operating room personnel, and benefit the overall patient surgical experience. For more information, visit www.innovativemedical.com.

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