

Electronic Growth Hormone Injection Device

Award-Winning Device Designed For Patient Ease-Of-Use, Reliability And Convenience

(NAPSA)—There's encouraging news for the thousands of children diagnosed with growth hormone deficiency (GHD). easypod®, a prescription delivery device for the administration of growth hormone therapy, provides many children the opportunity to administer therapy themselves.

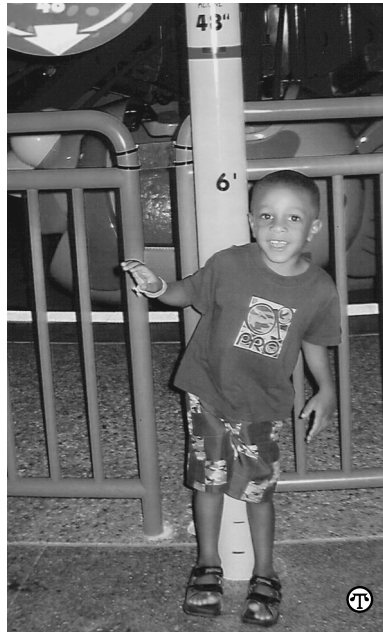
What Is GHD?

Growth hormone deficiency occurs when the pituitary gland in the brain is unable to release or produce adequate amounts of growth hormone. In children, growth hormone deficiency causes slow growth and, without treatment, can result in short stature as an adult. It is estimated that the incidence of growth hormone deficiency in children is between 1 in 4,000 and 1 in 10,000. In many cases, growth hormone deficiency is a treatable condition that requires an evaluation by a qualified Pediatric Endocrinologist to determine what is causing the growth issue. Not all children will be appropriate candidates for growth hormone treatment, but a Pediatric Endocrinologist can answer these and other questions about growth hormone deficiency in children.

About Anthony

Anthony Edmonson, now almost five years old, was so small for his age that his clothing was always sized for kids that were younger than him. His mother could not find pants or a belt that fit him. When Anthony was three and a half years old, his family went on vacation and found that at the amusement park Anthony was too small for even the kiddie rides. This incident was extremely difficult for both Anthony and his parents, since children half his age were able to enjoy the rides because they were taller.

Then in December 2007, when Anthony was four years old, he started on treatment for growth



With an innovative medication delivery system, children can assist in their treatment for growth hormone deficiency.

hormone deficiency, taking a daily injection of growth hormone therapy. Anthony's parents had difficulty administering his therapy because he was afraid of the needle. Anthony would cry and run away from his parents when it came time for his injection.

In April 2008, after his parents spoke with their physician about the difficulties they had administering his daily treatment, Anthony was provided an easypod device to use to take his therapy. A first-of-its-kind automated device, easypod was designed in conjunction with patients, caregivers and health care professionals to answer the need for a device that provided simple every day use while monitoring patient adherence.

According to Dina, her four-year-old son Anthony is happier with easypod than his previous device.

“easypod's hidden needle makes Anthony less anxious when it's time for him to take his injection,” says Dina. “Before he used easypod, he would cry and pull away when he saw the needle. With easypod, he sometimes gives himself his injection.” While easypod is not a needle-free device, its hidden needle may have helped Anthony not retreat from his injections the way as he used to.

With this innovative medication delivery system, children can assist in their treatment for growth hormone deficiency. Now, Anthony is pleased to know how to operate the device and can give himself his own injection with easypod. He is so proud that he sometimes gathers his family to watch him administer his daily treatment.

About Easypod

A 2007 Gold Medal recipient of the Medical Design Excellence Awards and 2008 R&D 100 Award winner, easypod is an innovative delivery system for the administration of growth hormone therapy. Features include:

- Preset dosing, which means patients no longer have to set their dose each day.
- Dose confirmation screen that notifies patients when they have properly administered their treatment.

“I am encouraged by the innovative technology behind easypod because it really answers the needs of patients and their parents for an easier administration of daily therapy,” says Asheesh K. Dewan, M.D.

“This device helps me as a physician to track patient compliance which can impact their treatment plan.”

Since Anthony has been on easypod, he has grown and now fits into bigger clothes. He is feeling more confident and his parents couldn't be happier.

To learn more, visit www.HowKidsGrow.com.