

BIODEX

Biodex Medical Systems, Inc.
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FOR IMMEDIATE RELEASE

Biodex Appoints New VP of Sales for Physical Medicine

Medical manufacturer fills leadership gap for fastest-growing market

May 5, 2017, Shirley NY – Biodex Medical Systems Inc. announced today that Eric J. Farabaugh, Sr. has been named their new Vice President of Sales for Physical Medicine. Farabaugh brings a strong 20-year history of industry sales experience that includes various senior leadership roles for market-leading healthcare companies. Arriving at the onset of several new product launches in the physical medicine market, Farabaugh is predicted to continue his track record of success with Biodex.

Over the past 13 years, Farabaugh held a number of senior leadership positions for national healthcare provider Concentra. Most recently as Group VP of Sales, Farabaugh significantly grew monthly revenue with new go-to-market strategies, sales channel development and implementation along with pro-forma planning for six new healthcare centers in three large regional markets. Before that he served as VP of Sales, earning membership to the elite “President’s Council” for outstanding job performance. In his first year with Concentra, Farabaugh was recognized as “Regional Sales Manager of the Year” for revenue generation and year-over-year growth.

Aside from sales growth, Farabaugh says the most important asset he will bring to Biodex is a distinctive approach to leadership: “The ability to effectively engage people and build genuine relationships are keys to success. Understanding what is most important and approaching any situation with the right amount of empathy, wisdom and discernment will provide the springboard toward co-creation of solutions.”

Prior to his term at Concentra, Farabaugh instituted programs to grow patient portfolios and market share at the University of Pittsburgh Medical Center (UPMC) and UPMC Shadyside Hospital. A licensed physical therapist himself, and well-versed in the healthcare industry, Farabaugh seems a natural fit to head sales for the Biodex physical medicine market.

“I have a genuine passion for health and productivity,” says Farabaugh. “I look forward to bringing my unique combination of clinical and business knowledge, skills and experiences to the Biodex sales organization.”

About Biodex Medical Systems, Inc.

Biodex Medical Systems, Inc. manufactures and distributes medical devices for physical medicine, nuclear medicine, and molecular and medical imaging. It also provides balance assessment for concussion management as well as fall risk screening and conditioning programs. The Biodex commitment to innovative excellence spans more than 60 years. Our customer-driven support is why leading medical facilities around the globe call Biodex first. For more information, visit www.biodex.com.

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