

Press Release

Contact: Mimi Grant, President, ABL Organization

Phone: 714-245-1425

Email: [mimi@abl.org](mailto:mimi@abl.org)

**BOB ROSENBLUTH AND MICROVENTION AWARDED GOLD ABBY  
MicroVention Founder and CEO Voted a Top Innovator at Fourth Annual  
*Innovations in Healthcare*<sup>SM</sup> Event and Awards Ceremony**

Orange, CA – June 6, 2002 – Bob Rosenbluth, Founder and CEO of MicroVention, of Aliso Viejo, California, took home a Gold Abby Award at Wednesday's Fourth Annual *Innovations in Healthcare*<sup>SM</sup> Event and Awards Ceremony, presented by the Adaptive Business Leaders (ABL) Organization, a membership organization for CEOs and Presidents of healthcare and technology firms.

Rosenbluth and MicroVention were honored with the Gold Abby Award for the company's treatment of cerebral aneurisms via very small, hydrogel covered, platinum coils that are inserted through the femoral artery in the leg, and then threaded up through the small vasculature of the brain. After the device is inserted into the aneurism and contacts blood, the hydrogel expands to displace the "void" of the aneurism, negating the need for open brain surgery in over 40% of the cases. Microvention is currently expecting FDA approval for this device.

*Innovations in Healthcare*<sup>SM</sup> honors those risk-takers who are developing and/or improving innovative medical products, systems, processes and services designed to improve healthcare outcomes, while reducing the total cost of providing quality healthcare. Approximately 60 healthcare industry leaders in attendance listened to presentations by the ten Abby Award nominees and then voted for the person/company they believed should receive the Innovation in Healthcare (Abby) Award. The ten finalists were earlier selected by ABL's Technology Advisory Board, from among 32 companies and organizations nominated by ABL Members and friends of the Organization.

Also receiving awards Wednesday were Molly Coye, MD, President of Health Technology Center, of San Francisco, who received a Special Judges Award; Gail Naughton, Co-Founder of Advanced Tissue Sciences, of La Jolla, who received the Platinum Abby Award; and Julie Shimer, CEO of Vocera Communications, of Cupertino, and John Voris, CEO of ePocrates Inc., of San Carlos, who tied for Silver Abby Awards.

The remaining award nominees were: Chris Selecky, CEO of LifeMasters Supported SelfCare, Inc., of Irvine; Jackson Streeter, MD, CEO of Acculaser Inc., of San Diego; Barry Karlin, CEO of eGetGoing, of San Jose; John Lonergan, CEO of CardioNow, Inc., of Encinitas; and Gary Coughlen, Co-Founder of Refractec, Inc., of Laguna Hills.

### **About ABL Organization**

From its inception, 19 years ago (originally named SO/CAL/TEN), the purpose of the Adaptive Business Leaders Organization has been to serve as a beacon, illuminating the direction in which healthcare and new technologies are headed, so its Members can more successfully run their businesses. The Members of ABL Organization's Healthcare Executive Round Tables are CEOs and Presidents who convene monthly to share their expertise and leveraged connections with other CEOs in their field. More information on ABL Organization is available at [www.abl.org](http://www.abl.org).

### **About *Innovations in Healthcare*<sup>SM</sup> Awards and Event**

The Fourth Annual *Innovations in Healthcare*<sup>SM</sup> Awards and Event was held Wednesday, June 5, 2002, at the Center Club in Costa Mesa, California. It was open to ABL Members, as well as CEOs of therapeutic, diagnostic, medical device and healthcare information and services firms.

### **About MicroVention**

Microvention, Inc. ([www.microvent.com](http://www.microvent.com)) is a privately held medical device company dedicated to the development and commercialization of new catheter-based technologies for the endovascular treatment of peripheral and cerebral vascular diseases. The company recently received 510(k) clearance and CE Mark for its first product, the Microplex Coil System, and is in clinical evaluation of the HydroCoil Embolization System, its next generation endovascular coil system designed to treat cerebral aneurysms.

### **For Further Information, Please Contact:**

Mimi Grant

President

Adaptive Business Leaders Organization

930 West Town & Country Road

Orange, CA 92868-4714

Phone: 714-245-1425

Fax: 714-245-1428

[mimi@abl.org](mailto:mimi@abl.org)

<http://www.abl.org>