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## **Welch Allyn Promotion Gives Physicians Option to Donate Rebates to Heart to Heart International**

*"Points of Care" program lets doctors make a difference beyond their office walls*

**Skaneateles Falls, NY, March 3, 2014**—[Welch Allyn](#), a leading medical diagnostic device company that delivers pragmatic innovation at the point of care, recently introduced a year-long promotion that gives doctors an opportunity to touch people's lives beyond the walls of their busy practices. [Points of Care](#) is a new point-based incentive program that allows physicians to earn points based on purchases of select Welch Allyn products. These points may be redeemed for free product, rebates or a donation by Welch Allyn to [Heart to Heart International](#)—a nonprofit humanitarian aid organization.

"Our new promotion gives doctors an opportunity to not only improve patient outcomes with high-quality devices, but they will also have an opportunity to help an organization that responds to people in crisis," said Tim Callahan, senior director, Physical Assessment Business Unit at Welch Allyn. "Reducing risk—while improving efficiency and quality of care—is our primary objective. We strive to find new ways to deliver everyday practical diagnostic tools that help doctors provide better care for their patients. Giving them an opportunity to provide better care for those in greatest need outside their practice helps them serve a greater good."

Through the Points of Care program, doctors are able to earn points based on their purchases of certain Welch Allyn products. The points doctors accumulate through their Welch Allyn purchases allow them to either receive new products or rebates, or Welch Allyn will donate the rebate to Heart to Heart International allowing them to give back to those who are unable to obtain proper medical care in their greatest time of need.

This offer is only available to doctors practicing in the United States. For more details on the Points of Care campaign visit the website at <http://pointsofcare.welchallyn.com>.

### **About Welch Allyn**

Welch Allyn, Inc. is a leading global healthcare company that offers a complete range of digital and connected diagnostic solutions that help reduce risk and enhance workflow in a variety of clinical settings. Founded in 1915 and headquartered in Skaneateles Falls, N.Y. (USA), Welch Allyn is a family-owned business that employs nearly 2,500 employees in 26 different countries. The company specializes in helping doctors, nurses and other frontline practitioners across the globe enhance care by developing innovative products, breakthrough technologies and cutting-edge solutions that improve patient outcomes, safety and satisfaction. More information about Welch Allyn and its complete line of connected products and solutions may be found at [www.welchallyn.com](http://www.welchallyn.com). Like us on [Facebook](#) and follow us on [Twitter](#).

### **About Heart to Heart International**

Heart to Heart International is an international nonprofit health organization. Since its founding in 1992, Heart to Heart International has delivered medical aid and supplies worth more than \$1 billion to more than 150 countries, including the United States. Heart to Heart International responds to crises and natural disasters both domestically and internationally by supplying medical relief and mobilizing volunteers. Heart to Heart International broadens access to healthcare with medical education opportunities and lab standards training around the U.S. and in Haiti, and works with U.S. safety-net clinics to increase their capacity by providing medical equipment, supplies and volunteers that are vital to operations. The organization has been named to Forbes magazine's "America's 200 Largest Charities," is on the "Philanthropy 400" and is a Charity Navigator 4-Star charity three years in a row. For more information on its programs and ways to get involved, visit <http://www.hearttoheart.org> or find Heart to Heart International on Facebook.

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