



BioSignia Honored in Business Leader Media's Healthiest Company Competition

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One of the leading predictive modeling companies in the Triangle gets noticed for its breakthrough prediction in chronic preventable diseases with their clients and employees.

PR9.NET June 26, 2008 - Research Triangle Park, N.C. - BioSignia, a predictive modeling company delivering innovative healthcare solutions, was honored in the 2008 Healthiest Company Competition, sponsored by Rex Healthcare and Business Leader Media. BioSignia's recognition is due in part to its work in developing Know Your Number®, the first disease-specific risk assessment tool to predict an individual's risk of developing chronic preventable diseases such as diabetes and heart disease. This revolutionary testing tool isn't just benefitting BioSignia's clients, but keeping its employees healthy too.

"We are honored to be recognized as one of the top companies in the area for our healthy-minded practices," says Tim Smith, president and COO of BioSignia. "Through our work with Know Your Number, our employees live and breathe the message our disease-specific risk assessment tool sends and you can see it when you walk through our offices."

In 30 minutes or less, the Know Your Number assessment takes an individual's information such as their weight, blood pressure, family history, lifestyle habits and key blood values. Then, it uses a proprietary technology called Synthesis Analysis™ to produce a detailed report on your risks of developing specific chronic preventable diseases. It's unlike any other health risk assessment tool because it uses a multi-dimensional approach by isolating individual and aggregate data on a multitude of risk factors.

Smith says each BioSignia employee has taken the Know Your Number test to learn how to reduce their risks of developing chronic preventable diseases -- for some employees it's been a life-changing experience. BioSignia was one of 24 Triangle companies recently recognized in the Healthiest Company Competition.

"Companies can really help motivate their employees to target their specific disease risks and adopt healthier habits," adds Smith. "And that's top on our list at BioSignia."

To learn more about Know Your Number, visit: <http://www.knowyournumber.com>

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About 919 Marketing Co.

919 Marketing is a marketing consulting firm and a public relations firm with a proven track record of helping underdog companies of all sizes increase revenue, create a competitive advantage and improve marketing efficiencies.

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