



## **Nihon Kohden Evolves Brand, Website to Meet Needs of Changing Healthcare Environment**

**IRVINE, Calif. – April 13, 2016** – Nihon Kohden, a U.S. market leader in precision medical products and services, has launched a new website as part of its continuing effort to meet the needs of the dynamic U.S. healthcare market. The new website, which was unveiled today, provides greater insight into Nihon Kohden’s integrated line of products that help professionals across the healthcare system improve the quality of care while controlling costs. The website coincides with the company’s brand redesign.

“In today’s rapidly evolving healthcare environment, not only do healthcare organizations need to be able to share information quickly, they must have solutions that work across the entire system to enable real change, which Nihon Kohden delivers,” said Dr. Wilson P. Constantine, chief executive officer, Nihon Kohden America. “We have reconfigured our offerings to expand our breadth across all of the different care areas, and provide a holistic and integrated view. We have been bringing technology that offers unrivaled quality and reliability to healthcare for decades, and our new brand identity reflects the industry leadership that has been a central part of our brand since the company began.”

The new website breaks down conventional barriers by allowing healthcare professionals to find technology that cuts across specialties and care areas. The website design incorporates the new look and feel for Nihon Kohden, which reflects the company’s dedication to customer support and helping providers deliver uncompromising care.

The new branding and website are part of Nihon Kohden’s ongoing work to respond to and remain ahead of the needs of customers and the healthcare market. Last year, the company reorganized its operations to move from product line-specific business units to a focus on unified healthcare solutions.

### **About Nihon Kohden Corporation**

Founded in Japan in 1951, Nihon Kohden is the leading manufacturer, developer and distributor of medical electronic equipment, with subsidiaries in the U.S., Europe and Asia. The company’s products are now used in more than 120 countries, and it is the largest supplier of electroencephalography products worldwide. A pioneer in transformational healthcare technology, Nihon Kohden has envisioned, designed and produced revolutionary devices, such as pulse oximeters, arrhythmia analysis, low-invasive blood volume monitoring and wireless patient monitoring. In the U.S., the company is a trusted source for precision medical products and services, and has been recognized for the highest customer satisfaction among U.S. hospitals and health systems for 36 consecutive quarters (MD Buyline). For more information, visit [www.nihonkohden.com](http://www.nihonkohden.com) and [www.us.nihonkohden.com](http://www.us.nihonkohden.com).

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