

Oralflo Cup Named Among "Best of 2008" by Contemporary Pediatrics

The Oralflo Pill Swallowing Cup is among a small number of health products named "Best New Products for Pediatrics 2008" by Contemporary Pediatrics magazine. In the article, Andrew J. Schuman, MD, of Dartmouth Medical School, calls the cup "brilliant in its simplicity." The Oralflo cup is a unique medical device that can make the difference in whether a child takes his or her medicines. While many have difficulty swallowing pills, approximately 40 percent of children with developmental delays or disabilities have this problem. Pill-swallowing difficulties are not confined to the young, however - 40 percent of adults reported problems swallowing medications in a recent Harris survey.

Raritan, NJ ([PRWEB](#)) March 2, 2009 -- The Oralflo™ Pill Swallowing Cup is among a small number of health products named "Best New Products for Pediatrics 2008" by Contemporary Pediatrics magazine. Contemporary Pediatrics is a widely-read publication that helps office and hospital-based physicians and nurse practitioners enhance their day-to-day care of children.

In the article, Andrew J. Schuman, MD, adjunct assistant professor of pediatrics at Dartmouth Medical School, calls the cup "brilliant in its simplicity." Dr. Schuman, who has written new product reviews for the magazine for 20 years, conducts all reviews independently and without compensation from the products' manufacturers. The Oralflo cup is one of only 12 medical devices and services to receive Dr. Schuman's "Best of 2008" designation.

"Our product is unique and fills an unmet need, not just for children, but for patients of all ages," says Roger Heilos, Oralflo Technologies LLC's president and founder. "We are gratified by the response of patients and health professionals to our cup, and are thrilled to receive an independent endorsement from this prestigious publication."

The Oralflo cup was also an Honored Recipient of the iParenting Media Award as one of the "best products of 2007" and has received the National Parenting Center's Seal of Approval.

The Oralflo Pill Swallowing Cup was created by Heilos, a medical products engineer. Formerly with the Ethicon division of Johnson & Johnson, Heilos has devoted more than three decades to designing and engineering medical products that help people live healthier lives. He invented the Oralflo cup after seeing family members suffer with dysphagia, or difficulty swallowing.

"Pill swallowing is a problem that has existed since medications were first compounded," says Heilos. "It has not been addressed until now."

The Oralflo cup is a breakthrough medical device that can make the difference in whether a child takes his or her medicines and vitamins. While many children have difficulty swallowing pills, approximately 40 percent of children with developmental problems such as mental retardation, attention deficit hyperactivity disorder (ADHD), autism and cerebral palsy have this difficulty. These children frequently take dozens of medications each day.

"My 7-year-old son, who has autism, needs to take a lot of tablets, capsules and bitter tasting liquids," says Angela Short, who works with the Autism Centers of Pittsburgh. "He swallowed the first tablet we tried with the Oralflo cup, with no problem at all. I have now recommended this cup to other parents as well as doctors."

Pill-swallowing difficulties are not confined to the young. In a 2005 Harris Interactive survey of 679 adults, 40 percent reported that they have experienced difficulty swallowing pills - although most had not reported difficulty swallowing food or liquid. Of those who experienced difficulty swallowing medications, 14 percent stated that they delayed taking doses of their medication; eight percent reported skipping a dose; and four percent said that they stopped taking the medication.

The Oralflo Pill Swallowing Cup features a unique design that eliminates the need to crush or cut pills. Crushing, cutting or putting pills in liquid can decrease their potency, especially if they are in time-release or coated forms.

The Oralflo cup's snap-on lid has a specially designed ribbed spout. Users simply place the pill inside the spout and tip the cup back, drinking as they normally would. The angle and flow of the liquid push the pill to the back of the throat so it washes down easily. Patients who have tried the cup report being unable to detect the feeling of the pill, which for many is what causes the gagging reflex that the Oralflo cup eliminates.

The Oralflo Pill Swallowing Cup is easy to use, accepts all size pills and may be ordered at: www.Oralflo.com. The cup carries a U.S. Patent, is trademarked in the United States and 27 countries, and is used by medical professionals throughout the world.

While consumers can order the cup on the Oralflo site, the company also takes large orders from health care organizations. For information regarding wholesale pricing, contact Oralflo at [specialorders\(at\)oralflo.com](mailto:specialorders(at)oralflo.com). Among those that have purchased the cup are St. Jude Children's Hospital, Shriners Hospitals for Children, various V.A. hospitals and Johnson & Johnson.

Oralflo Technologies LLC designs and manufactures superior quality medical products that facilitate treatment while enhancing the relationship between healthcare consumers and their physicians and care givers. The company's products address the unique challenges faced by this industry so that more individuals may reap the benefits of good health and longevity.

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