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For Immediate Release

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Winners of the 41st Maddak Awards Competition for Innovative Product Design Announced at American Occupational Therapy Association Conference

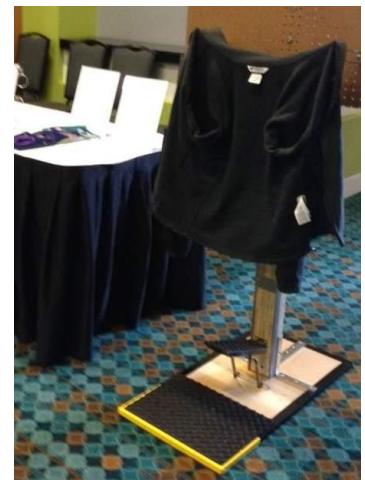
Wayne, NJ – May 2015 – The winners of the 2015 Maddak Awards were announced by Susan Tulanowski, Brand Manager, SP Ableware - Maddak, during the American Occupational Therapy Association (AOTA) Conference in Nashville, TN at a complimentary breakfast sponsored by SP Ableware/Maddak.



According to Tulanowski, “Interest in the Maddak Awards continues to grow with almost 100 submissions this year. We appreciate the time and interest our volunteer panel of judges put into reviewing the submissions and selecting our winners.”

Initiated in 1974 the Maddak Awards Competition for Product Design honors and supports the creativity and dedication of occupational therapy practitioners and students who continually look for new ways to enhance the rehabilitation of their clients. Tulanowski tells us “The program provides a forum for practitioners and students to share their ideas and innovations while being recognized for their contributions to advancing patient care and independent living.”

Tonja Furr Oliphant, OTA/L at Gentiva Home Health, was awarded first place, and \$1000, in the Professional category for her Dandy Doris Coat Donning Assist. Oliphant told us “The Donning Assist enables a person with limited or no shoulder range of motion to independently put on a coat (or shirt). It was created for an individual whose goal was to be able to put on her coat and check her mail.” The coat is pre-loaded onto the assist at an appropriate height



for the user then when the user is ready to put it on, she backs up to the device and is able to position her arms in the sleeves. By pressing down on a foot pedal the clothing is brought up to her shoulders and she is then able to complete the donning task.



In the Student category, first place and \$500 was awarded to Katelynn Wellman and Shannon Masterson, from St. Ambrose University. Wellman and Masterson earned the award for their Left Neglect Environment Detector. According to the two students, “The Left Neglect Environment Detector is an alarm system that was made for a client with left neglect. When he comes too close to an object on his left side it makes a beeping noise. The detector begins beeping when items are within a three feet radius of the client. This beeping is short and spaced out. The beeping gets longer and closer together at 24 inches, then again at 12 inches.” The product is compacted into a camera case attached to an arm band worn on the client's upper arm. The purpose of the device is to make the client aware of what is around them and prevent them from running into things and getting injured.

Winners of the People’s Choice Award, \$300 worth of OT inspired products, were the students of the OT Program at James Madison University in Harrisonburg, VA for their adaptive dog feeder – Kibbles for Kai. Developed for an individual in a wheelchair, Kibbles for Kai allows her to feed her dog, Kai, more efficiently. The device minimizes the need for her to bend and reach to feed Kai at ground level and allows her to maintain an upright position in her power chair when she scoops dog food into the top funnel of the device.



The winner of the Maddak Intercollegiate Challenge was the University of Central Arkansas in Conway, AR with over 40 entries. According to Tulanowski, “The Intercollegiate Challenge was added to the Awards in 2014. Schools with Occupational Therapy programs are encouraged to include it as part of their course curriculum and it gives them a chance to rally together and support each other. Our participating schools



have really gotten into the spirit of the competition and the chance to bring back to school the Maddak Intercollegiate trophy and the bragging rights that go along with it.”

The 41st Maddak Awards Competition took place in April during the AOTA Conference in Nashville. Entries were judged by a volunteer panel of judges, all occupational therapy practitioners, and rated on originality, therapeutic value, function and appearance/presentation. Cash prizes for 1st, 2nd and 3rd place were awarded in both professional and student categories. The People’s Choice award was voted on by conference attendees. The winner of the Intercollegiate Challenge was determined by a point system that took into account the number of student entries received from each school with bonus points being given to the school whose student entry won 1st place.

A complete list of winners and their product innovations can be can be viewed on the Maddak website at http://www.maddak.com/pages.php?page=awards_winners.

About SP Ableware/Maddak

SP Ableware/Maddak manufactures products that simplify the tasks of daily living – eating, drinking, dressing, grooming, bathing, toileting, etc. – for seniors, people with disabilities and people undergoing rehabilitation. The company mission is to provide quality products that enable people to maximize their independence and remain active despite any limitations they may face. Marketed under the Ableware® brand name, the Maddak product line includes over 500 products sold through medical and hospital supply centers, pharmacies, homecare centers and internet outlets. Established in 1971, Maddak Inc., headquartered in Wayne, NJ is the largest U.S. manufacturer of assistive devices, clinical modalities, home healthcare and rehabilitation products. For more information visit www.maddak.com.

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