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ColoWrap Awarded 2020 Life Sciences Award by Triangle Business Journal

Inventor and manufacturer of the ColoWrap anti-looping compression device that minimizes injury-inducing colonoscopy procedure manual pressure honored for its innovative work in life sciences.

DURHAM, North Carolina – ColoWrap, LLC. - a Durham, North Carolina-based medical technology company - was named Best Early-Stage Product Development Company by the [*Triangle Business Journal*](#) [*2020 Life Sciences Awards*](#) in honor of its innovative work in the life sciences industry. The annual awards recognize individuals and organizations contributing to the robust growth of the life sciences industry in the Research Triangle Park (RTP) area of North Carolina.

“To have ColoWrap selected as a Life Sciences Award winner, knowing the caliber of other companies that have received awards, this is truly an honor and a proud milestone for our company,” said James Hathorn, founder and CEO of ColoWrap. “It further validates that we are making a difference where it matters most: enhancing the safety of colonoscopy, the life-saving procedure to prevent colorectal cancer.”

ColoWrap has successfully developed and brought to market the only available solution to reduce the need for staff-applied and injury-inducing manual pressure and patient repositioning during colonoscopy. In the last eighteen months, the company has achieved significant growth because of hospitals’ increasing focus on staff and patient safety – and the product’s clinically proven ability to drastically reduce endoscopic staff injuries.

Recently, ColoWrap additionally achieved two high-level personnel-related milestones by hiring Susan DiBenedetto as Vice President of Sales, and appointing Dr. Anthony Kalloo as Chair of the Clinical Advisory Board. DiBenedetto brings over twenty-five years of medical sales experience, the last eighteen years for major endoscope manufacturers where she frustratingly witnessed looping problems firsthand. Experiencing the ColoWrap’s unique outside-in approach and solution to the problem, DiBenedetto joined the company to provide the solution to the industry. A renowned and pioneering gastroenterologist, Dr.



Kalloor was Chief of the Department of Gastroenterology and Hepatology at Johns Hopkins University from 2004-2019.

In place of an in-person recognition ceremony due to COVID-19 restrictions, the *Triangle Business Journal* featured ColoWrap and the other 2020 Life Sciences Award winners in a special section in the August 21st issue. To read the article, click [here](#).

For more information on ColoWrap, call 1-888-815-3376, email at sales@colowrap.com, or visit www.colowrap.com.

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ABOUT COLOWRAP

ColoWrap, LLC., is a medical technology company that developed the ColoWrap Anti-Looping Abdominal Compression Device, the only clinically proven device to effectively address problematic looping during colonoscopy. In clinical studies, ColoWrap has been shown to reduce the frequency of nurse musculoskeletal pain associated with supporting colonoscopy by 84.9 percent, while improving procedure outcomes and patient satisfaction. Founded by gastroenterologist Dr. Marybeth Spanarkel, and healthcare entrepreneur James Hathorn, the company's solution is now used in over 50 major hospital systems in the United States. For more information on the ColoWrap device and the company, visit www.colowrap.com or call 1-888-815-3376.