

HemoSense Launches E-Trainer, Web-Based Training for the INRatio System

SAN JOSE, Calif., Aug 16, 2005 (BUSINESS WIRE) -- HemoSense, Inc. (AMEX:HEM), manufacturer of the INRatio(R) Prothrombin Time (PT) Monitoring System, today announced the launch of E-Trainer(TM), a free, web-based interactive training module. E-Trainer provides self-paced, on-site training for healthcare professionals worldwide who use the INRatio system to test PT in the management of patients on warfarin, an oral anticoagulant drug.

Many anticoagulation clinics, hospitals, long term care facilities and home health care agencies experience significant challenges with staff training. High employee turnover rates and the use of a variety of point-of-care (POC) devices on site can result in insufficient or inconsistent training, necessitating frequent re-training, which can be time consuming and costly. E-Trainer offers these institutions a comprehensive, standardized program to improve and maintain operator competency with the INRatio system.

"We are delighted to introduce the E-Trainer training module, which enables facilities to offer standardized training to healthcare professionals, at their convenience," said Mags McInerney PhD, director of clinical affairs and technical support for HemoSense. "E-Trainer is available free of charge, 24/7 on our website, and provides a consistent, self-paced, interactive learning experience. The INRatio system is among the easiest to use POC PT tests available today, and E-Trainer will be valuable for new users and as a refresher for those who already use INRatio."

"Training this way clearly offers some unique advantages," said Jacques Devaud, CEO of eTrinsic, the company that developed E-Trainer for HemoSense. "Studies show that while students retain 5% of what they hear in lectures, and 20% from audiovisual presentations, retention rates for e-learning can easily reach 75 to 80%. The key to such high retention rates can be attributed to 'practice by doing,' a learning technique that engages all of a student's senses, and prepares them to perform a task in the real world by rehearsing a version of that very task in a virtual world. E-Trainer simulates the INRatio's functionality and test procedure in a realistic way, providing an experience that is familiar and well rehearsed when users move to the actual product."

E-Trainer can be accessed on HemoSense's website, www.hemosense.com. A CD-ROM version is also available by contacting HemoSense directly.

About HemoSense

HemoSense develops, manufactures and sells the INRatio Prothrombin Time Monitoring System, an easy-to-use, handheld blood coagulation monitoring system for use by patients and professionals in the management of warfarin medication. INRatio measures the patient's blood clotting time to ensure that patients with a propensity to form clots are maintained within the therapeutic range with the proper dosage of oral anticoagulant therapy. HemoSense, Inc. is headquartered in San Jose, Calif.

About eTrinsic

eTrinsic (www.etrinsic.com) develops revolutionary e-learning content using simulation and tracking technology, called True Learning Experiences(TM), for medical device and equipment, life science and healthcare organizations worldwide.

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