



Biodex Medical Systems, Inc.
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FOR IMMEDIATE RELEASE

Biodex Appoints New Head of Global Physical Medicine Sales

Biodex Medical Systems, Inc. selects Lila Corwin to lead domestic and international sales for their physical medicine category.

SHIRLEY, NY February 5, 2020 – Biodex Medical Systems, Inc. announced that Lila J. Corwin has been named their new Head of Global Physical Medicine Sales. Having led the medical equipment manufacturing company’s Marketing Communications department for 16 years, Corwin brings a unique understanding of the company and a fresh perspective to the Biodex physical medicine sales organization.

The appointment builds on Corwin’s long history with Biodex, previously promoted to Senior Vice President of Marketing Communications in 2018. Throughout her record of managing all aspects of the brand’s marketing campaigns and operations, Corwin took steps toward strengthening marketing and sales alignment across both domestic and international distribution territories. This marketing-sales interface has given her a full-view perspective of the needs of physical medicine sales and how to drive further success in the category.

“This is a wonderful opportunity to realize the marketing-sales alignment,” says Corwin. “We are fortunate to have such talented people and united, forgive the cliché, they become greater than the sum of their parts. I’m excited to strengthen the two departments working as one. Ultimately and always, the mission is to improve the customer experience.”

About Biodex Medical Systems, Inc.

Biodex Medical Systems, Inc. uses science and technology to drive treatment innovation across physical medicine, nuclear medicine and medical imaging categories. With a history of manufacturing and engineering excellence that spans more than 60 years, the Biodex mission is to provide innovative solutions and customer-driven support to medical facilities and wellness centers around the globe. For more information, visit www.biodex.com.

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