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# HEALTH INDUSTRY VETERAN LEADS RELIABLE RESPIRATORY'S NEW ENGLAND SALES EFFORTS

## Vincent Scifo Is Named Sales Director

**NORWOOD, MASS. (Issued November 2008)** -- Vincent Scifo of Wilmington, Mass., a 20-year veteran of the medical equipment industry, has been named Director of Sales and Business Development for Reliable Respiratory of Norwood, one of New England's leading suppliers of respiratory equipment. He is directing Reliable's team of Account Representatives.

The company works with hundreds of physicians' offices, hospitals and sleep labs across New England, and is an in-network provider with most major health insurance plans including Blue Cross / Blue Shield, Harvard Pilgrim and Tufts Health Plan.

Most recently Vin Scifo was Director of Infusion Systems, Northeast Region, for Smiths Medical, a London-based maker of high-tech medical, communications and detection devices. During the 1980s and '90s, Scifo helped to grow Medfusion and Medex, syringe pump makers that were ultimately bought by Smiths. He won several sales awards including the President's Council and Chairman's Award, and Infusion Director of the Year. He is a graduate of Salem State College and has taken post-graduate courses in medical marketing and finance.

Scifo said, "I'm excited about utilizing my business and management experience to help lead the sales efforts of an outstanding team of sales professionals who are committed to helping customers achieve maximum compliance and an improved quality of life."

Reliable's product line addresses two vastly under-diagnosed conditions: sleep disorders (such as sleep apnea) which, according to the National Institutes of Health, affects up to 40 million Americans; and chronic obstructive pulmonary disease (COPD), diabetes and hypertension. Left untreated, sleep disorders can lead to injury, disability, and even death.

Reliable Respiratory provides CPAP and bi-level units, CPAP masks; and oxygen concentrators along with a variety of specialty medical products.

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-- By Stanley Hurwitz