

MEDTRADE

EXPO + CONFERENCE

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A Closer Look At The New Product Pavilion Provider's Choice Gold Award Winner

DALLAS – Last month at Medtrade, attendees at the Kay Bailey Hutchison Convention Center in Dallas cast votes for their favorite products in the New Product Pavilion Provider's Choice Awards, sponsored by *HomeCare Media*.

The Provider's Choice Gold went to the Motif Aura Glow Wearable Breast Pump from Motif Medical, Raleigh, N.C. **Jason Ivey**, national account manager at Motif, believes that attendees identified with Motif's mission to provide new and expecting moms with solutions to support them from pregnancy to postpartum.

"I believe what differentiates Motif the most is the people who we have behind the scenes," Ivey says. "From product development, to customer service, quality management, marketing, sales and every one in between—our mission has always been to help new/expecting moms have a healthier, more comfortable pregnancy and postpartum experience."

The Motif Aura Glow [Provider's Choice Gold winner] and Motif Roam include an expanded range of flange sizes that come in the box. "With a wider range of sizes included, a higher percentage of moms are able to start using Motif's products right away," Ivey adds, "rather than having to wait for a different size to be provided or pay out of pocket to order from another manufacturer."

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Emerald's talented and experienced team grows our customers' businesses 365 days a year through connections, content, and commerce. We expand connections that drive new business opportunities, product discovery, and relationships with over 140 annual events, matchmaking, and lead-gen services. We create content to ensure that our customers are on the cutting edge of their industries and are continually developing their skills. And we power commerce through efficient year-round buying and selling. We do all this by seamlessly integrating in-person and digital platforms and channels. Emerald is immersed in the industries we serve and committed to supporting the communities in which we operate. As true partners, we create experiences that inspire, amaze, and deliver breakthrough results. For more information, please visit: www.emeraldx.com

About Medtrade

Medtrade is the largest home medical equipment trade event in North America, bringing together manufacturers, providers, and retailers from across the country and around the world. Established in 1979, the show gathers hundreds of HME related brands, thousands of attendees, and are highly regarded industry events. Medtrade is owned by Emerald, the largest operator of business-to-business trade shows in the United States. www.medtrade.com

CONTACT: Greg Thompson

Medtrade Media Relations;

(970) 227-1002; greg.thompson91@yahoo.com