

ImpediMed Launches New Product and Platform for the Future of Health and Wellness

ImpediMed has been in a whirlwind of excitement over the launch of SOZO, the first product on ImpediMed's new population health platform for the future of health and wellness.

SOZO is the world's first digital health and wellness device to use bioimpedance spectroscopy (BIS) technology to manage and monitor a person's fluid status, body composition and hydration in a clinical, recreational and at-home setting.

SOZO is the most detailed and accurate bioimpedance device available. It is designed to fit into the user's lifestyle and create a customized plan around individual patients, athletes, coaches, physicians and anyone looking to improve their overall health and wellness. Not only will SOZO analyze personal data but it will also use population health to compare individual data with others of similar demographics to better understand each user's health needs.

Along with the release of SOZO, ImpediMed has launched a new website, www.hellosozo.com, to allow users to pre-order SOZOfit platforms as well as learn more about what is next with the product.

Prior to the official release of SOZO, our initial product reveal YouTube video, SOZO – The Future of Healthcare and Wellness, has attracted well over 1.2 million views. ImpediMed has just released another video, SOZO – Launching SOZOfit Product Line, to continue to increase the excitement around SOZO and show the different platforms available.

Changes to healthcare are in full swing and ImpediMed does not plan to slow down. The future of healthcare is now.