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FOR IMMEDIATE RELEASE

Vicki Romero Briggs named President/CEO of Bioceptive

Effective September 1, 2023, Vicki Romero Briggs was named President/CEO of Bioceptive, a Baton Rouge/New Orleans based innovation company focused on developing technology to enhance procedures for women. Mrs. Briggs was first introduced to women's healthcare at Woman's Hospital of Baton Rouge where she served in leadership positions over 16 years including CEO. She is excited to have the opportunity to work with colleagues in Louisiana to achieve the vision of Bioceptive, which has tremendous potential to improve the experience and access for women's healthcare procedures. After leaving Woman's in 1996, she remained committed to women's healthcare serving on the Louisiana Commission on Perinatal Care and the Prevention of Infant Mortality, the Board of the Jacob's Institute of Women's Health, the National Perinatal Information Center, National Perinatal Association, and co-founded the Council of Women's and Infants' Hospitals. She also had the opportunity to work closely with Women's and Children's Hospital in Lafayette, Louisiana, when she was the CEO of the Regional Health System of Acadiana. Additionally, she has worked with women's healthcare programs in Texas, Alabama, North and South Carolina, Tennessee, Connecticut, and Massachusetts.

The Bioceptive leadership team including Joseph Lovett and Richard Babb, Managing Directors of Louisiana Funds, Jeff Myers, MD, PhD, Chief Medical Officer and Benjamin Cappiello, a Medical Technology Entrepreneur, and the Founder of Bioceptive welcome Mrs. Briggs to the team and are looking forward to collaborating with her to achieve the mission and vision of Bioceptive by introducing technologies that will improve women's healthcare.

Bioceptive is a privately held women's health company headquartered at Pennington Biomedical Research Center in Baton Rouge, Louisiana. Bioceptive has a mission to bring intuitive, innovative, and safe technologies to the field of women's health. The company aims to provide affordable, reliable, and modern products not only to the U.S. and developed world, but also to the developing world where access to some women's health procedures can be limited. The company is a 2013 recipient of a Saving Lives at Birth award administered by USAID, the Bill & Melinda Gates Foundation, and others for its intuitive, comprehensive intrauterine device insertion system aimed toward primary care and non-physician providers. More information is available at www.bioceptive.com.