

PRESS



RELEASE

www.medapps.com

www.medapps.com

MedApps

MedApps HealthPAL Connects to Microsoft HealthVault to Improve Patient Compliance and Lower Healthcare Costs

MedApps' Enabling Mobile Wireless Technology Links Patients, Care Providers and Online Health Records with Use of Retail Off-the-Shelf Medical Devices

Scottsdale, Arizona - May 12, 2009 - MedApps has joined forces with Microsoft Corporation to provide a new, convenient and cost effective solution to transmit medical device readings into an online health record. MedApps' HealthPAL is a unique solution that eliminates the need for expensive specialized equipment, smart phones, hard-wired monitoring systems or even computer access in order for individuals to upload medical device readings to their Microsoft HealthVault account. This collaboration makes it easier than ever for patients to play a greater role in their own health management while lowering healthcare costs through increased compliance.

MedApps' HealthPAL delivers a seamless "hands off" solution for people to upload accurate health information into their HealthVault account. HealthVault enables users to gather, store and manage health information online, all in one place. In turn, healthcare providers and other caregivers have access to valuable health data delivered in a more timely and dependable manner. Physicians can dispense advice without collecting and deciphering hand-written patients' log books, parents can monitor their children at school remotely, and caregivers can monitor elder relatives' health conditions from a distance.

"The key to keeping a patient out of the emergency room and reducing healthcare costs is compliance", said Kent Dicks, CEO of MedApps, "We need to provide access to tools and technology that can improve patients' outcomes in a convenient and affordable manner. The bottom line is the solutions have to be simple, flexible and cost effective in order to gain mass adoption and ultimate compliance."

"We are pleased to collaborate with MedApps to offer consumers an economical solution that extends health management beyond the physician's office," said Bert Van Hoof, director of partner development, Microsoft's Health Solutions Group. "Microsoft views wireless monitoring as an important tool for individuals managing their health. We see MedApps HealthPAL as a valuable and synergistic extension to the vibrant HealthVault ecosystem of over 50 health and fitness devices already connected through Windows and HealthVault Connection Center."

Many larger drugstore chains are augmenting their capabilities to offer the same extended level of product and services, including: in-store clinics, pharmacy, durable medical equipment, supplies, mail order and a PHR. MedApps' objective is to help collect the data necessary to pull all aspects of the modern retail drug store together to deliver a high level of self managed care to consumers in an economical manner.

MedApps and Microsoft have independently aligned with key industry manufacturers and service providers to make use of existing reimbursement strategies and retail shelf space to implement a new viable telehealth eco-system. No single telehealth solution fits every situation, however the strategic alignment between MedApps and Microsoft offers a more comprehensive and cost-effective approach to collecting data for the personal health record from multiple sources.

PRESS



RELEASE

www.medapps.com

www.medapps.com

MedApps

The MedApps solution has received significant validation during patient trials conducted with a large hospital system and disease management organization. Early results have shown impressive and encouraging results through a reduction in healthcare related costs associated with chronically ill patients and the stabilization of key bio-metric indicators.

MedApps will be going live on Microsoft HealthVault as of Wednesday, May 13, 2009. To learn more, visit www.healthvault.com, click on "Device Directory" for info on MedApps, or go to www.medapps.com and click on the link to HealthVault.

About MedApps

MedApps is dedicated to providing innovative solutions for the collection, transmission and management of remote monitored patient data. MedApps is an acknowledged innovator in the field of telehealth and has been recognized with numerous awards and citations. MedApps is a member of *Continua*, a group of 220 companies worldwide setting Medical Device Interoperability Standards (11073).

Media Contact

Randy Strength
MedApps, Inc.
480-305-6316
randy.strength@medapps.com