



MedApps and MedApps.com: Helping Define the Emerging mHealth Market

SCOTTSDALE, Ariz., September 20, 2011 -- As the telehealth industry developed, it became apparent that wireless technology would play a significant role in its evolution. Now mHealth solutions use both wireless and mobile technologies to bring the proven benefits of remote patient monitoring to more people - shifting the patients' point of care to wherever they are located.

The industry has recognized MedApps as a key innovator in the evolution of mHealth - and we continue to grow and work hard to make cost-effective remote healthcare delivery and the efficient exchange of health information the standard.

MedApps, and our partners in the mHealth eco-system, realized some time ago that merely developing new devices or "gadgets" wasn't going to "change the paradigm" of healthcare. There needed to be a substantial shift in the way the industry integrated technology and healthcare - an infrastructure was needed to link it all together.

At MedApps, our focus has been to deliver the "platform" that will enable mHealth to dramatically advance the efficiencies of the healthcare system, lower costs and, of course, improve patient health. We understood that this platform would need to be flexible, capitalizing on the advances in cloud computing and the opportunities offered by a software as a service (SaaS) approach - as industry sectors shift away from hardware based technologies.

We've now reached the stage where we can make that platform available. The next phase of our evolution begins with a complete revamp of our online presence.

The new MedApps.com will be the vehicle through which we introduce the industry to our CloudCare™ Platform as it becomes fully implemented. CloudCare is the driver behind everything we do - it is the thing that will distinguish MedApps from the device manufacturers and the Platform that will enable wide scale remote monitoring of patients outside of the hospital / clinical setting.

The industry has demanded technology solutions that are much easier to install and configure; the need for flexibility is a must; and the solutions should promote ease of use for both the patient and provider. In addition, these solutions must have the ability to lower costs and be affordable to deploy. We've listened and CloudCare is the solution.

To illustrate, MedApps.com highlights our focus on 5 primary areas where we can be a powerful market force, provide immediate impact and produce positive results for patients, care providers and employers, among others. These targeted areas include:

Rehospitalization Avoidance

Our solutions address hospital readmissions by offering providers valuable solutions to help monitor patients for potential circumstances leading to rehospitalization.

Accountable Care

Our products and services enable the shift to value based care delivery wherever the patient is located, with solutions that eliminate unnecessary costs and improve clinical performance.

Home Healthcare

Our solutions allow the home health market to maximize resources, lower costs and address changing policies.

Clinical Trials

We easily enable subjects to be monitored remotely, saving time and resources by reducing the need for in-clinic diagnostics.

OEM Integration

Our Cloudcare Platform allows us to enable the idea of “plug and play” to healthcare. Integrating with new devices such as PT/INR (for blood coagulation) and Peritoneal Dialysis Cyclers into an mHealth solution. Additional web functionality will be released in phases over the next several weeks. While the initial release provides an introduction to CloudCare and our 5 target “impact” areas, the next phases will rollout our flexible online kit configuration for targeted markets and programs, followed by new MedApps use case studies and more OEM device integration. It will be our ongoing mission to use our web presence to address the needs and demands of the industry. We will promote open communication and helpful interaction with our clients by offering more support options than ever before, along with more instructive information and updates about the industry as a whole.