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The Power of MedApps is Now in the Cloud.

Cloud Based Model Enables Patient Centered HealthCare Delivery in a Cost Effective, Scalable and Flexible Manner.

Scottsdale, Arizona - September 21, 2010 - MedApps is pleased to announce its latest patent-pending innovation: The CloudCare™ Technology Platform.

CloudCare extends the power of the MedApps Remote Health Monitoring System by taking its core technology infrastructure to “the cloud”. Cloud computing shifts the model away from the client-server standard, to web-based tools and applications that allow unprecedented flexibility and scalability.

Applying this platform to remote health monitoring technology will help eliminate many of the challenges that have prohibited wide-scale adoption. Firmware, drivers, and dynamic client profiles can all be kept in the cloud and managed remotely. CloudCare can enable a more patient centered healthcare delivery method by taking the focus off of the technology. Users, whether patients or care providers, are not required to have technical expertise to deploy, set-up and maintain equipment.

Aggregating devices, like the MedApps HealthPAL, integrate with personal health monitors to collect and transmit biometric data (e.g. glucose and blood pressure levels) to a central Electronic Health Record (EHR) for review by clinicians. This allows the concept of the exam room of the future, being wherever the patient is located, to become a reality today.

By fully utilizing an intelligent cloud-based environment, MedApps distinguishes itself from its hardware-based competitors at every step that affects the enterprise and end-user, from placing and processing orders to updating and servicing equipment in the field.

The CloudCare platform allows MedApps' HealthPAL to enter the ranks of consumer oriented services and devices with embedded cellular technology that are maintained through a cloud-based backend system, such as Amazon's Kindle, OnStar and the Apple iPad.

MedApps CEO and Founder, Kent Dicks said, “We've had CloudCare on our roadmap from the beginning – it makes sense for our customers on every level. Many healthcare IT and medical device manufacturers ship devices to the care professional or enterprise, and rely on them to get the equipment delivered and installed in the patient's home. When firmware updates are required or new equipment needs to be added to a system, resources must be physically deployed to the field. This makes the Total Cost of Ownership (TCO) extremely high for the enterprise, with resources directing their time towards supporting the technology rather than with the patient, where the focus should be - keeping them healthy and out of the hospital.”

Dicks continues, “A lot of our chronic care patients are seniors and other individuals who might not be the most technology adept users – they need to be able to unpack their equipment and use it right away and not be bothered with updates after the fact. CloudCare's automated, “over the air” updates let patients concentrate more on their health and worry less about the technology.”

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MedApps' CloudCare architecture not only provides remote deployment and maintenance of equipment and firmware, but also allows dynamic customization while remaining cost-effective. This includes everything from remotely adding new OEM equipment, kit configuration, distribution and re-distribution for the enterprise, to personalized communication, language, add-on features and customized profiles for the patient.

Along with significant savings in time and resources, from reduced costs for hardware, software and technical support, further value comes from improved patient compliance, which leads to better outcomes and lower medical expenses. Total cost of ownership and return on investment for these solutions are realized much more rapidly.

Dicks added, "Cloud computing is considered a paradigm shift in computer technology, likewise, we think CloudCare can shift the way healthcare is delivered, connecting the patient, the care provider, and the enterprise more efficiently than ever. As we like to say: it's where remote healthcare meets the cloud."

About MedApps

MedApps provides innovative eCare solutions for the collection, transmission and remote management of patient health data. The FDA cleared MedApps System is producing notable results at leading healthcare facilities across the nation, including Cleveland Clinic and Meridian Health in New Jersey. MedApps is a recognized telehealth innovator and member of Continua, an industry consortium setting Medical Device Interoperability Standards worldwide.

Media Contacts

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

Ashley Beaudin
MedApps, Inc.
480-305-6315
ashley.beaudin@medapps.com