



DocBookMD

NEWS RELEASE

For Immediate Release

Contact: Ann Taylor, PR Director
DocBookMD
512-970-4067
ann@docbookmd.com

Manhattan Physicians Sign on to DocBookMD for HIPAA-Compliant Messaging

Summary: More than 6,500 physicians in New York can now share patient data legally using a new HIPAA-compliant mobile application, DocBookMD. The smartphone application speeds communication among physicians to improve patient care.

Austin, Texas – Jan. 30, 2012 – Manhattan doctors join a growing number of physicians who are utilizing DocBookMD, a HIPAA-compliant mobile application, to improve patient care. Physicians in more than 20 states are currently using DocBookMD to remotely view EKG's to determine whether heart surgery is needed and prevent unnecessary scheduling of operating rooms; review bone X-rays to determine the best course of treatment for a patient in the ER; and show diagrams or photos to patients to better explain a diagnosis.

“Mobile communication significantly improves workflow, as well as helps physicians save time and ultimately lowers the cost of healthcare,” said Dr. Tim Gueramy, an orthopedic surgeon and co-founder of DocBookMD.

DocBookMD solves the ban on texting patient information recently imposed by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO). Since July 2011, physicians who sent individually identifiable health information via a text were in violation of HIPAA regulations, a felony offense. Penalties include hefty fines of up to \$50,000 or up to one year in jail or both.

The smart phone application is currently available for free to physicians who are members of the New York County Medical Association. DocBookMD is available for

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iPhone, iPad, iPod touch and Android phones. To download the application, visit the App store on your smartphone.

In addition to text messages and photos, DocbookMD also allows physicians to:

- assign an urgency setting to outgoing text messages and confirm receipt
- search a local pharmacy directory, and
- search a local medical society directory to locate other doctors by name or by specialty.

About DocBookMD

An exclusive HIPAA compliant smartphone platform designed by and for physicians, creating secure networks for physicians to share patient information and collaborate with their medical colleagues. DocBookMD is offered through county and state medical societies to their members and is currently available throughout 20 states. For more information, please visit: docbookmd.com.

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