



DocBookMD

## NEWS RELEASE

### For Immediate Release

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

### **South Carolina Physicians to Utilize DocBookMD for Text Messaging**

*Summary: More than 6,000 physicians in South Carolina 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 – Feb. 28, 2012** – South Carolina doctors join a growing number of physicians who are utilizing DocBookMD, a HIPAA-compliant mobile application, to improve patient care. More than 80 percent of physicians already own a smartphone and at least 40 percent say they go online during patient consultations, mostly with smartphones, according to Manhattan Research.

“As the organization representing all physicians in South Carolina, we strive to provide our members with the most current tools to help them in their practice of medicine,” said Todd Atwater, SCMA Chief Executive Officer. “We are excited about our new partnership with DocBookMD which will provide our members with a tool that will help them communicate quickly and securely with their colleagues, and more importantly, help streamline patient care in South Carolina.”

Physicians in more than 22 states are currently using DocBookMD to remotely view EKG’s to determine whether heart catheterization is urgently needed and prevent unnecessary scheduling of procedures; review X-rays to determine the best course of treatment for a patient in the ER; and show maps and photos of consulting physicians to patients to better prepare them for next steps.

“Mobile communication significantly improves workflow, as well as helps physicians

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save time and ultimately will lower the cost of healthcare,” said Dr. Tim Gueramy, an orthopedic surgeon and co-founder of DocBookMD.

The smartphone application is currently available for free to physicians who are members of the South Carolina Medical Association. DocBookMD is available for iPhone, iPad, iPod touch and Android phones. To download the application, visit the App store on your smartphone.

The importance of mobile applications such as DocBookMD was underscored recently when a ban on texting patient information was 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.

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 22 states. For more information, please visit: [docbookmd.com](http://docbookmd.com).

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