



DocBookMD

NEWS RELEASE

For Immediate Release

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Michigan Latest State to Utilize DocBookMD for HIPAA-Compliant Messaging

Summary: More than 14,000 physicians in Michigan now have the ability to share patient data legally using smartphone app, DocBookMD, a HIPAA-compliant mobile application. In use in 22 states, DocBookMD's smartphone application speeds communication among physicians to improve patient care.

Austin, Texas – March 8, 2012 – Consulting medical colleagues anywhere in the state of Michigan just got much easier as physicians now have free access to DocBookMD, a HIPAA-compliant mobile application. With 4 out of 5 physicians using smartphones and tablets at work, DocBookMD speeds communication, improves workflow and ultimately lowers the cost of healthcare.

Physicians in more than 22 states are currently using DocBookMD to view EKG's from their mobile device to determine whether heart catheterization is urgently needed or if they can 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 in order to better prepare them for next steps.

"DocBookMD provides physicians with a fast, secure method to quickly reach other healthcare professionals and gain timely, valuable information to benefit our patients," said Dr. Tim Gueramy, an orthopedic surgeon and co-founder of DocBookMD.

DocBookMD offers physicians a solution to 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

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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 smartphone application is currently available free to physicians who are members of the Michigan State Medical Society (MSMS). “This app is a very valuable benefit for the physician members of MSMS,” said Steven E. Newman, MD, MSMS President. “It brings secure patient information directly to physicians, wherever they may be during the course of their busy day.”

DocBookMD is available for 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 22 states. For more information, please visit: docbookmd.com.

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