



DocBookMD

NEWS RELEASE

For Immediate Release

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DocBookMD Spreads Physician Communication Region by Region

Summary: Getting patient information quickly to medical specialists who are miles away is now quite easy using DocBookMD, a smartphone application for physicians. By expanding its reach to include nearby counties, DocBookMD makes physician communication fast, easy and HIPAA-compliant.

Austin, Texas – March 13, 2012 – Not sure if your patient needs to see a specialist? It's no longer a guessing game as physicians in rural Central Texas and the California Wine Country can now send text messages, X-rays, EKGs, lab results and other images to medical specialists miles away via DocBookMD, a HIPAA-complaint smartphone application.

Rural physicians handle a myriad of medical issues that often require contact with specialists whose offices may be miles away and reaching them just got much easier. Utilizing DocBookMD physicians can now collaborate beyond their county quickly and easily to improve patient care and determine with certainty that a trip to the specialist is necessary.

“Getting patients to the right place faster is especially critical in rural areas,” said Dr. Tracey Haas, a family physician and co-founder of DocBookMD. “By using DocBookMD, physicians can get nearly instant access to colleagues for consultations and to collaborate on a variety of patient concerns.”

Central Texas and the California Wine Country are the first areas to be regionalized by DocBookMD. These include: Austin, Blanco, Caldwell, Hays, Travis and Williamson counties in central Texas; and Marin, Mendocino Lake, Napa, Solano and Sonoma

counties in the California wine country. Additional counties will be regionalized during the coming weeks and months.

More than 84 medical societies in 23 states now offer DocBookMD as a free member benefit to physicians. 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, location or 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 23 states. For more information, please visit: docbookmd.com.

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