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**Video Patient Engagement Pioneer, Medical Memory, Proves Technology with Leading Hospitals**

*Technology integrates with EMR/EHR, increases patient satisfaction and delivers ROI*

SCOTTSDALE, Ariz. – Nov. 30, 2016 – Medical Memory Inc., video patient engagement technology (VPE) pioneer, announced today that it is expanding its national pilot program for its enterprise VPE solution, Medical Memory Pro, following a series of successful implementations with leading hospitals such as Barrow Neurological Institute, Dignity Health, University of California Irvine Medical Center, Banner University Medical Center Tucson and others.

Medical Memory Pro is the premier video patient engagement (VPE) choice for hospitals, ambulatory care and surgical centers that need to increase patient satisfaction while simultaneously improving financial performance. The announcement aligns with the company’s nationwide expansion and partnering plans.

"Effective communication between doctor and patient is as important as any medication we prescribe to help our patients achieve a desired health outcome, and in some cases, even more important," said Dr. Randall Porter, neurosurgeon and co-founder of Medical Memory. "Since our inception in 2015, we have recorded over 22,000 videos with a 50-60 percent patient open rate on videos and not one lawsuit for our clients. In that sizable sample of videos, we have seen a 50 percent increase in Hospital Consumer Assessment of Healthcare Providers and Systems survey satisfaction rates and a 12 percent decrease in preventable re-admissions. Video patient engagement is making a difference in healthcare."

Medical Memory’s Software-as-a-Service (SaaS) application delivers a measurable return on investment (ROI) for hospital operators by lowering preventable re-admissions and improving Medicare and Medicaid value-based reimbursements. The HIPAA-secure, cloud-based solution offers healthcare providers and their patients the ability to securely record medical conversations - physician consult, pre-op and post-op, informed consent and discharge - and remotely access videos via mobile or web to review with family and other care providers, post-visit or discharge. Medical Memory also makes available a subscription-based version of its technology for private physicians, [Medical Memory Standard](#).

Medical Memory’s pilot program for its enterprise solution was designed to simplify the adoption of video technology for hospitals focused on patient engagement, while delivering a compelling proof case for broader hospital-wide utilization. Medical Memory Pro pilots represent a turnkey solution for hospitals, with pre-configured Apple iPads and user training so that users can be fully functional in hours, not days.

"Hospitals are moving from ‘volume-based’ healthcare delivery to ‘value-based’ delivery, with a focus on patient comprehension, satisfaction and trust," said Lucas Felt, chief executive officer and co-founder for Medical Memory. "We are excited to support that shift with a familiar technology – video – that restores control over conversations to physicians and actually reduces risk for healthcare operators and practitioners. Smartphones are carried into hospitals today by patients and used for recording conversations – something that is neither secure nor sustainable. Medical Memory is out in front of this

issue with an easy-to-use technology that fully integrates with electronic medical record (EMR) platforms.”

Medical Memory has two principal offerings; Medical Memory Pro for enterprise applications in hospitals, ambulatory care and surgical centers and Medical Memory Standard for private physicians, now available for subscription. Some of the important distinctions and capabilities available with Medical Memory Pro include:

**1. EMR/EHR Integration**

- a. Medical Memory is EMR/EHR integration-ready subject to client requirements, allowing users to populate names automatically from EMR/EHR solutions inside the Medical Memory Pro application at time of admission – accelerating adoption and simplifying use.

**2. Turnkey Solution**

- a. Medical Memory Pro is a complete enterprise solution consisting of Apple iPads pre-configured with Medical Memory Pro software; together with user training so operators have minimum set-up and can be ready in hours, not days.

**3. Results-based Pricing**

- a. Medical Memory Pro pricing is a subscription-based pricing model where results - video interaction or survey - are transaction-priced, allowing hospitals to deliver value for patients and administrators quickly and scale usage economically.

**4. Patient Surveys**

- a. Hospitals can customize patient surveys within Medical Memory Pro to capture behavioral and demographic information. Medical Memory surveys historically show a 50% completion relative to a national average of 8% for traditional surveys.

**5. Patient Analytics**

- a. Real-time patient analytics are available based on data accumulated from completed surveys and patient utilization statistics; for use in early diagnostic detection and guiding value-based policies for improving patient experience.

**6. Immediate Patient Access**

- a. Patients can access their HIPAA-secure videos within minutes of discharge, because of the industry’s first upstream video management technology, HealthVM™.

**About Medical Memory**

Founded in early 2015, The Medical Memory is a privately held technology company, and the first to offer a video patient engagement (VPE) technology solution for hospitals and healthcare providers. The SaaS application solves the problem of low patient compliance and satisfaction while creating a hard ROI for hospital operators by lowering re-admissions, mitigating risk and improving Medicare/Medicaid value-based reimbursements. The HIPAA-secure, cloud-based solution offers healthcare providers and their patients the ability to securely record medical conversations, and remotely access via mobile and web to review with family and other care providers, post-visit or discharge. Unlike other patient engagement platforms focused on one-dimensional “call and response” reminder systems, Medical Memory leverages VPE to create a dynamic understanding of patients, which helps clients exceed their patient engagement goals. Declaring that ‘healthcare is a human business’, Medical Memory’s mission is to improve patient comprehension, satisfaction, and trust. For more information, visit [www.themedicalmemory.com](http://www.themedicalmemory.com).