



## **Radish Systems is Finalist in Florida Hospital InnovationX**

**Entrepreneurs vie to solve healthcare industry's top challenges with next-generation technologies**

**Boulder, CO (July 21, 2016)** – Radish Systems, a leading software innovator that adds visuals to business calls, is one of 20 global companies competitively chosen from over 100 solution providers to present their innovations at the invitation-only Florida Hospital InnovationX on July 28 and 29 in Orlando, Florida. Radish develops ChoiceView® “Voice with Visuals” solutions to improve mobile/Internet communications between healthcare firms and callers. Whether with an automated attendant (Interactive Voice Response system or Virtual Assistant) or “real human” calls, patients can talk, exchange text/chat, and see/send visual information simultaneously on their smartphones (or any phone on any network while displaying visuals in any browser).

InnovationX connects start-ups to early-stage companies with leading Florida Hospital healthcare executives. Approximately 20 companies are given four minutes to present their ideas to a judging panel consisting of Florida Hospital leaders. The winners will be determined by how well their ideas fulfill not only the selected Florida Hospital challenge, but also advance the Triple Aim of improved care, improved health, and reduced costs; how well the solution fits the Florida Hospital culture; and, of course, innovative spirit!

InnovationX is part of an extended competition, led by Florida Hospital, to identify and select new-generation technologies to improve healthcare. If Radish is selected, the company will customize and integrate ChoiceView technologies “on-top-of” existing or new IVR and contact center infrastructures within the Florida Hospital system.

“Radish's ChoiceView is a cool solution set. Florida Hospital is excited about how it can potentially solve one of our top challenges which is to create an innovative and seamless experience that proactively engages customers in the care continuum through cost-effective communication tools.” stated Ashley Simmons, Director of Innovation Development, Florida Hospital, Florida division of Adventist Health System.

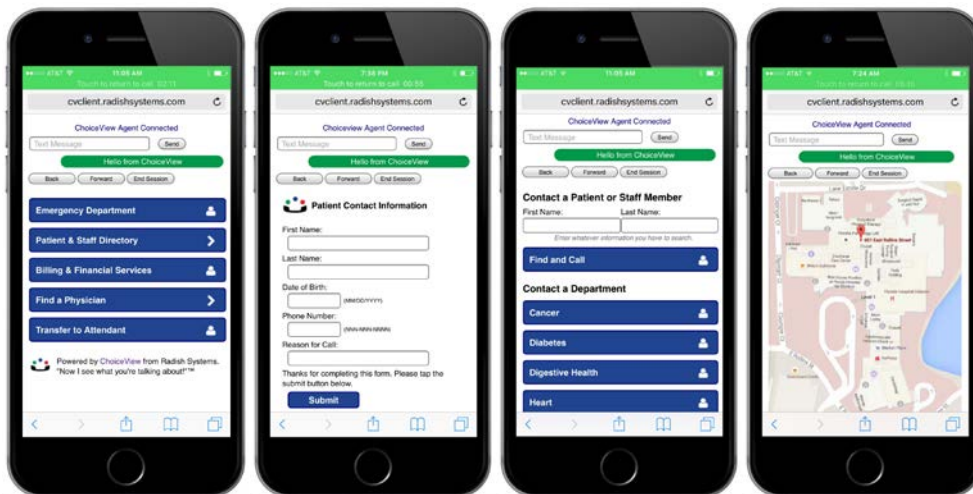
Theresa Szczurek, Radish's CEO, added “We're honored to demonstrate how ChoiceView “Voice with Visuals” can help meet Florida Hospital's top healthcare challenge. As we know, ‘One picture is worth a thousand words.’ Adding visual data to voice and text information through

ChoiceView accelerates callers' understanding, especially when communicating about complex health and wellness issues."

## ChoiceView Applications for Healthcare

ChoiceView transforms new and existing Interactive Voice Response (IVR) systems and Virtual Assistants into next generation, visually-enabled systems. It transforms a typical hospital or other healthcare contact center into a 'voice with visuals' assistance center. Studies with healthcare providers and payers show greater satisfaction, better understanding, and greater efficiency with ChoiceView. A ChoiceView-equipped healthcare provider or payer can send any visuals—directions, test results, care plans, X-rays, charts, diagrams, explanation of benefits, photos—via the patented, HIPAA-compliant ChoiceView software platform.

A caller who reaches a ChoiceView Visual IVR or Virtual Assistant can see and hear visual menu options, self serve by selecting the patient & staff visual directory, choose and transfer to a department, receive and submit a 'reason for call' information form, transfer to a website to 'find a physician' or use the patient portal, receive and save visual directions, and more. ChoiceView-equipped automated systems increase self-service, call containment, first call resolution rate, and patient satisfaction while decreasing call time. This leads to lower healthcare costs, improved experience of care, and improved health. See use cases and demo videos at [RadishSystems.com](http://RadishSystems.com).



## About Florida Hospital

Florida Hospital, a 2,247-bed acute-care medical facility, is a member of Adventist Health System and runs the InnovationX Challenge through its Alliance & Innovation eXchange. This specialized team of innovators connects businesses of all sizes to health-care professionals. Promoting the latest in technologies and wellness approaches, it provides unique partnership opportunities for world-renowned clinicians, researchers,

operators and innovators to share, learn and grow in order to continuously improve community health. Florida Hospital's vision is to be a global leader providing highly advanced, faith-based health care and leading a sustainable community-health system that strives to provide major, relevant contributions to the re-shaping of America's health care. Florida Hospital serves the health care needs of patients with a holistic approach to heal the mind, body and the spirit. <https://www.floridahospitalalliances.com/> Twitter @FloridaHospital.

### **About Adventist Health**

Adventist Health System is a faith-based health care organization headquartered in Altamonte Springs, Florida. A national leader in quality, safety and patient satisfaction, Adventist Health System's more than 78,000 employees maintain a tradition of whole-person health by caring for the physical, emotional, and spiritual needs of every patient. With 46 hospital campuses and nearly 8,200 licensed beds in ten states, Adventist Health System facilities incorporate the latest technological advancements and clinical research to serve more than 4.7 million patients annually. It is the largest not-for-profit Protestant health care system in the United States. <http://www.adventisthealthsystem.com/> Twitter @AdventistHealth

### **About Radish Systems**

Radish Systems, a mobile/enterprise software and professional services company, improves the way organizations communicate visually with all callers, including smart mobile device and browser users, through its award-winning ChoiceView Software-as-a-Service (SaaS) technology platform. ChoiceView offers the next generation of multimodal unified communications, allowing visual information and secure data to be shared during a phone call with callers using any phone, any network, and many display devices. It eases the pain of frustrating automated phone systems (IVRs) and live assistance. It transforms new and existing traditional IVR systems from many vendors into next generation, true Visual IVRs. The patented, HIPAA-compliant technology increases comprehension, problem solving, and recall on calls by as much as 600%, helps callers resolve inquiries faster with more clarity, improves overall user experience, and increases business profits. To experience, "Wow, now I see what you're talking about!" moments, go to [www.RadishSystems.com](http://www.RadishSystems.com) and view the demo videos and/or tap "Try ChoiceView Now!" Twitter @RadishSystems.

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ChoiceView is a registered trademark and Radish, Radish logo, ChoiceView logo, and "Wow, now I see what you're talking about!" are trademarks of Radish Systems, LLC. All other trademarks belong to their respective owners.

TAGS: ChoiceView, Interactive Voice Response, Visual IVR, True Visual IVR, Mobile User Experience, Unified Communications, Contact Center, Mobile Customer Support, Radish Systems, Customer Experience, Customer Relationship Management, mobile self-service, automated phone systems, visual customer engagement, voice with visuals, intelligent virtual assistants, healthcare, cloud computing, Florida Hospital, Adventist Health System, InnovationX, digital health

**SAMPLE TWEET:** @RadishSystems is @FloridaHospital InnovationX finalist solving #healthcare #communications challenges w @ChoiceView #visual #ivr & live assistance. #cctr

Visuals at: <http://www.radishsystems.com/media-center/media-resources/>.