



Prime Health Taps Radish ChoiceView for Two Healthcare Deployments

Northwest Colorado Visiting Nurse Association and Clínica Tepeyac to Pilot "Voice with Visuals" Communications

Boulder, CO (October 7, 2015) – Radish Systems, an award-winning mobile/enterprise software company adding visuals to any phone call, announces that through its participation in the Digital Health Challenge run by Prime Health of Colorado two Colorado healthcare organizations will pilot ChoiceView®. Northwest Colorado Visiting Nurse Association will use ChoiceView to provide 'Voice with Visuals' communications with field staff. Clínica Tepeyac will use ChoiceView to improve communications with its patient population. ChoiceView allows organizations to talk and share visuals (and data) with smart device or browser users. All callers see, hear, and send visual content and data while talking with live and 'self-service' agents. The firms Radish works with want to improve the customer experience, save time and money, and increase profits.

The 2015 Digital Health Challenge, powered by \$150,000 from the Colorado Health Foundation (www.ColoradoHealth.org), brought together leading healthcare organizations and digital health entrepreneurial ventures with the goal of matching organizations to pilot new products, especially to help safety net institutions.

Lisa Brown, Chief Executive Officer of Northwest Colorado Visiting Nurse Association, said, *"We are delighted to investigate improving communication and serving patients faster and with better comprehension. This pilot is a great opportunity to test Radish's ChoiceView technology."*

"ChoiceView will strengthen customer service on behalf of our patients and the community we serve. This is part of our overall effort to improve communications with our patients and demonstrate responsiveness to their needs," stated Jim Garcia, Executive Director of Clínica Tepeyac.

CHOICEVIEW EVERYWHERE OPERATION

With ChoiceView, what started out as a regular phone call is transformed to a voice and visual call with endless ways for businesses to serve their customers. Users call from anywhere in the world using ANY phone including a smartphone, standard mobile phone, landline, Skype, webRTC, or other VoIP service while visuals are displayed on a mobile device, PC, Mac, or tablet. ChoiceView callers use a standard Internet browser and the free ChoiceView Web App (no download required) or the free ChoiceView Mobile App that works with any ChoiceView-equipped business. **Try it out by calling +1-720-440-7560** or going to m.radishsystems.com on your mobile device and selecting Try ChoiceView Now. ChoiceView can cut call time and costs by more than half in most situations, increase understanding by 600% or more, increase self-service opportunities, and improve user satisfaction and engagement.

ABOUT PRIME HEALTH OF COLORADO

Prime Health is a business ecosystem, a community of healthcare administrators, physicians, entrepreneurs, investors, technologists and academics dedicated to improving patient health outcomes, lowering healthcare costs and making Colorado the healthiest state in the U.S. The statewide non-profit organization encourages innovation in digital health (the use of computers and digital technology to enhance healthcare) and is building Colorado's national reputation as a leading health innovation hub. Visit www.primehealthco.com and Twitter @PrimeHealthCO.

"Prime Health has set its sights on making Colorado No. 1 in the nation in digital health. The enthusiasm and engagement for this year's Digital Health Challenge proves the state has what it takes to hit this goal by 2020," said Jeffrey Nathanson, CEO of Prime Health. *"With the Colorado Health Foundation putting up \$150,000 to spur innovation, with 17 health systems across the state stepping up to provide the proving ground, and with a field of validated and qualified companies so deep that all finalists earned support – all the ingredients are there to reach this goal."*

ABOUT NORTHWEST COLORADO VISITING NURSE ASSOCIATION

The mission of Northwest Colorado Visiting Nurse Association (NWCOVNA) is to improve quality of life for all Northwest Colorado residents by providing comprehensive health resources and creating an environment that supports community wellness. Established in 1964, NWCOVNA programs include public health, home health, hospice and palliative care, primary care, and wellness and prevention, address a wide range of health needs, from prenatal through end of life. Facilities includes a Community Health Center and Hospice House to help more people in rural, isolated areas. NWCOVNA educates and supports obesity prevention and nutrition, youth tobacco use, chronic disease prevention and self-management, lifestyle choices, coping with grief, and emergency preparation while advocating for safer and healthier schools, work places and homes. Services are offered on a sliding scale, ensuring all residents may benefit from the care and expertise. Visit www.nwcovna.org.

ABOUT CLÍNICA TEPEYAC

A community-based health center located in Denver's Globeville, Swansea, and Elyria neighborhoods, Clínica Tepeyac provides primary and behavioral health care and health education to Metro Denver's medically underserved, predominantly Latino population. With the completion of a recent expansion project, the clinic will have the capacity to handle more than 21,000 patient visits annually. The mission is to provide culturally responsive health care and preventative health services to Metro Denver's medically underserved. Clínica Tepeyac is a Colorado 501(c)3 non-profit corporation. Visit www.clinicatepeyac.org and Twitter @ClinicaTepeyac.

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. It supports live visual collaboration. 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. Visit RadishSystems.com and Twitter @RadishSystems.

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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, mobile applications, web applications, ChoiceView Talk, voice with visuals, visual customer engagement, health care, healthcare, Prime Health of Colorado, Clínica Tepeyac, Northwest Colorado Visiting Nurse Association, Colorado Health Foundation.