



ChoiceView™ Health Care Solutions

See It and Hear It! on Smartphones

**for Pharmaceutical Firms, Hospitals, Physician Networks,
Electronic Medical Records (EMR) Companies,
Insurance Firms, and Public Agencies**

Health Care Challenges

The explosion of electronic medical information is transforming data management and challenging all aspects of health care. The challenges are compounded by the rapid adoption of mobile devices in health care organizations and by health care recipients. Information, especially relevant potentially life-saving information, must be immediately accessible. As a result, health care providers and their recipients want faster, even instant, delivery of health-related data and information.

ChoiceView is the Solution

Many situations in healthcare demand that complex information be communicated quickly and accurately when callers are using smartphones or other mobile devices. ChoiceView solves the problem by allowing mobile callers to not only hear the information, but to see it at the same time, exactly when needed. Studies show that seeing and hearing information simultaneously increases understanding by at least 50 percent. As is often said, "**One picture is worth a thousand words.**"

*"Sharing visual information during a voice call greatly enhances learning, understanding, and memory. With ChoiceView you achieve communication and learning objectives in **less time** with **greater impact.**"* Steven Peskin, MD, MBA, FACP, EVP and Chief Medical Officer, MediMedia, Inc.

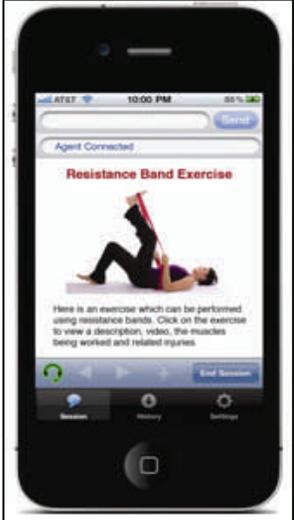
ChoiceView Improves Understanding

ChoiceView improves understanding and adherence to medical recommendations. When you both see and hear the information, transactions are easier, faster, and more rewarding. For example, an employee calls her employer's ChoiceView-enabled nurse about continued knee pain that keeps her from going to work. The nurse instantly sends visuals and explains:

[1] her condition as osteoarthritis,



[2] exercises she ought to do at home,



[3] the previously-prescribed meds she should take.



The employee saves the visuals by tapping '+' on the ChoiceView screen. Later, she presses the **'History'** button to view them again. By both talking about and seeing the information via her smartphone, the employee easily understands her condition and its remedies. She also receives encouragement to adhere to the prescribed regimen. She does the exercises, takes the medications, and is quickly back to work. The employer is satisfied with the reduced absenteeism and improved productivity.

Secure and Compliant Information

When combined with message encryption and medical-professional password security, ChoiceView medical information transfer is **highly secure and HIPAA compliant.**

Health Care Trends Demand ChoiceView

Trends that are driving health care providers to find more efficient and effective ways to communicate and share information include—

- ◆ **Generating revenue and containing costs** while improving the quality of care and patient outcomes;
- ◆ **Increasing productivity and workflow** within and outside of healthcare organizations;
- ◆ **Leveraging the existing infrastructure** to enhance current technology investments;
- ◆ **Fostering best practices and decision-support systems** to enhance communication and understanding at all levels.

Health Care Applications

With the proliferation of mobile devices, both health care providers and recipients are demanding faster and better medical information. ChoiceView delivers **"Now I see what you're talking about!"** moments. Your providers can instantly share any type of visual from their ChoiceView-enabled systems, including diagrams, forms, photos, graphics, documents—while explaining or answering questions about complex procedures. Regardless of their location, providers and recipients can receive critical information via ChoiceView on their mobile devices. The following examples are a few of the many health care applications that will save time, money, and possibly lives.

Health Care Sector	Example of Need	ChoiceView Solution
Pharmaceutical Firms	Efficient way to inform medical professionals about new drug releases, their interactions, and recommended usage	Health care providers see information and ask questions about new drugs and their interactions
Hospitals	Doctors "on-the-go" require instant HIPAA-compliant patient records and tests	Doctors receive visuals while speaking with hospital technicians or specialists
Physician Medical Networks	Patients who can't come to the medical office must receive instructional information to improve their condition	Patients receive both visual and spoken instructions; they ask questions and receive additional information as needed
Electronic Health & Medical Records (EHR/EMR) Firms	Timely and secure delivery of critical health/medical records	Wherever they are located, health care providers receive and use medical records
Health Insurance Companies	Cost-effective delivery of corporate health education programs to participants	Without traveling, employees receive corporate wellness program information
Public Agencies	Officials want to effectively alert the public about emergency health issues	Public receives Emergency Health Alerts on mobile devices

Benefits of ChoiceView

- ◆ **Faster and more accurate information exchanges;**
- ◆ **Improved understanding and use of critical information;**
- ◆ **More productive health care providers;**
- ◆ **Higher level of compliance with government regulations and prescribed regimens;**
- ◆ **Improved health and satisfaction of health care recipients;**
- ◆ **Lower costs and increased profits for ChoiceView-enabled health care providers.**



Demo ChoiceView Today!

For more information and a demo, call 720.440.7560 or go to our website, www.RadishSystems.com (scan QR code).

