



- Physician created platform
- HIPAA & Stark compliant
- Appointment reminders
- Instant patient re-bookings
- Real time patient engagement
- Tracking patients outcomes
- Meaningful Use
- Instant updating of EMR
- Reducing office work-load and staff time
- Vendor sponsor opportunities (compliant)

### **Have You Heard The Healthcare industry Buzz.....it is called MobileCARE-pro™**

**Louisville, KY, October 26, 2010** – They certainly did hear the Buzz on a recent Healthcare Web-Cast put on by leaders in the healthcare industry. Mobilesoft, LLC [www.mobilesoftllc.com](http://www.mobilesoftllc.com) and their subsidiary Mobilesoft-Health [www.mobilesofthealth.com](http://www.mobilesofthealth.com) recently chose this venue to formally announce the launch of their MobileCARE-pro™ communication platform. This innovative and highly engaging “software as a service” product line quickly caught the attention of all who attended the Web-Cast.

The buzz is growing louder; MobileCARE-pro™ has now caught the attention of some of the largest hospital networks, pharmaceutical companies, medical device companies, pharmacies and health insurers in the USA.

The MobileCARE-pro™ “software as a service” will certainly become this years Buzz within the medical industry because of its huge Physician-Patient communication and educational benefits.

It is not a secret that everyone carries a mobile phone today and reports have show that mobile subscriptions worldwide have hit the impressive milestone of 5 billion, according to ABI. To put it in perspective, there is currently around 6.7 billion people worldwide, indicating incredible adoption for just one type of device.

MobileCARE-pro™ is a dynamic mobile communication platform that delivers instant two way communication that before now was not possible. MobileCARE-pro™ provides a unique level of support not achievable by any other method of communication and requires no special tools or hardware, just a simple web connection and patients with standard cell phones.

Medical Practices can now, remind patients of their appointments via mobile texting. Practices can instantly re-book canceled appointments with the press of a button. Through MobileCARE-pro's™ ground breaking HIPAA and Starks compliant technologies, medical-care-givers can instantly deliver pre-set back-and-forth mobile communications. These are tracked and stored, even uploaded to the patients Electronic Medical Record (EMR). In



[www.mobilesofthealth.com](http://www.mobilesofthealth.com)

certain situations, when necessary, the patient communication data can instantly become linked to the physician's mobile phone.

Kirk Howell, President of Mobilesoft, LLC [www.mobilesoftllc.com](http://www.mobilesoftllc.com) and Director of Mobilesoft-Health [www.mobilesofthealth.com](http://www.mobilesofthealth.com) said, "It is all about delivering better patient outcomes; delivering meaningful use to both the patient and the physician. I think we all have loved ones that take medications frequently and in some cases have to follow critical instructions from their physicians. With MobileCARE-*pro*<sup>™</sup> physicians can now deliver reminders and instructions that are relevant and the communications come in real time. Patients can respond back to their caregivers, conveniently with the press of a button, not having to text a paragraph or leave a voice message that may never get heard. All of this while reducing practice overhead and reducing the overall cost of rising healthcare. I believe we are charged by a higher power to help each-other, we feel we have come up with a practical and realistic way to help physicians and their patients communicate more effectively. We feel we are delivering better healthcare and outcomes for all; while reducing cost across the board. Everyone is a winner."

Howell and other key healthcare industry advocates are convinced that MobileCARE-*pro*<sup>™</sup> is a key spoke in the wheel and will become the driving force for better healthcare communications.

Physician practices can sign up for the service today for as little as \$0.99 per patient per month. In some cases, because there are healthcare educational sponsors, they may underwrite the MobileCARE-*pro*<sup>™</sup> service for the practice.

**FOR FURTHER INFORMATION  
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