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FOR IMMEDIATE RELEASE

MEDSNAP TO DEMONSTRATE M-HEALTH APPLICATION AND TOOL THAT IMPROVES ACCURACY OF MEDICATION HISTORY

BIRMINGHAM, Ala. – Feb. 19, 2014 – Medication history taking is a critical part of each clinical encounter, and understanding what a patient is actually taking can be difficult to assess in a busy clinical setting. MedSnap ID is an innovative clinician tool that – in a matter of seconds – uses an iPhone camera, downloadable app and Snap Surface to identify the most complex patient pill regimens, while determining potential harmful drug interactions.

MedSnap will demonstrate its m-health technology, which improves efficiency and accuracy in patient medication history taking, at the HIMSS14 Annual Conference & Exhibition in Orlando, FL.

MedSnap employs computer vision technology to identify an entire patient medication regimen including generic, brand name and over-the-counter pills. It measures pills to 0.1mm, differentiates between 250,000 shades of pill color and contains more than 4,200 medications in its proprietary Visual Pill Library.

With the help of MedSnap ID, patients can show versus name or list their pills, which helps institutions and insurers to reduce patient error and increase the quality of medication histories. More accurate histories can increase safety and adherence, improve patient outcomes and prevent clinicians from carrying inaccurate patient data forward.

MedSnap includes a seasoned team of clinicians, scientists and healthcare informatics experts who launched MedSnap ID in July 2013 after two years of intensive research and development. Currently, healthcare institutions and health insurers use MedSnap ID, which securely integrates with electronic health record (EHR) systems to increase the speed and accuracy of the medication history and documentation process.

About MedSnap: MedSnap provides mobile medication identification and history-taking technologies and services. With an iPhone® camera and a durable, reusable Snap Surface, clinicians are able to quickly generate definitive medication histories that demonstrate the patient's understanding of their regimen and recognize serious drug interactions early in the patient interview process. By allowing patients to show versus name their pills, patient communication error is reduced, safety is increased and clinician workflow is expedited – all in a Snap. For more information, visit www.medsnap.com.

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