



PORTABLE SECURE HEALTH INFORMATION

NEWS RELEASE

Contact: Deborah Trivitt
Trivitt Public Relations
402.573.7143

DONATION PUTS SMART CARD READERS IN OMAHA RESCUE SQUADS *PDA's give EMTs immediate access to emergency medical information.*

Omaha, Neb. -- (March 16, 2005)– Twenty Omaha rescue squads and emergency response teams will soon be equipped with PDA's (Personal Digital Assistants) that will enable EMT's to read a patient's Health Data Card at the scene of an emergency and on the way to the hospital, Henry Zach, president of HDC, announced at a news conference today.

The PDAs, valued at \$500 each, and the software that reads the cards are being donated to the city by HDC, the company that created and distributes Health Data Cards, with the assistance of First National Bank of Omaha.

A Health Data Card is a credit card-sized "smart card" with a memory chip. The chip stores a patient's Personal Health Information. Software specifically designed for the PDAs allows ambulance personnel to read the Emergency-911 information, which includes, name, address, emergency contact, medications, allergies and chronic conditions, Zach explained.

"We are excited to kick off the Omaha EMT deployment of card readers with this donation," Zach said. "Having readers in all ambulances means we are close to having the infrastructure in place that will eventually allow Omahans to use their cards in all medical facilities in the city. HDC is starting to provide cards to Omaha's citizens through employers," Zach said.

"With this donation the First National Bank has demonstrated it's position as a health leader in Omaha," Zach said. "We believe Omaha is the first city in the country to have smart card readers in ambulances for this purpose," Zach added.

In addition to the deployment of readers and software to ambulances, Zach said a number of physicians and pharmacies have installed card readers and software in their offices. PDA's will be donated later this year to more ambulances in the metropolitan area.

Healthcare systems and hospitals that have the HDC software installed in their Emergency Rooms include: Alegant Health – Lakeside Hospital, Immanuel Medical Center, Bergan Mercy Medical Center, Midlands Hospital, Mercy Hospital; Methodist Hospital; Children's Healthcare Services; Creighton University Medical Center and The Nebraska Medical Center. Health Data Cards are currently available to consumers through several private medical practices in the Omaha area.

HDC is a privately held corporation headquartered in Omaha, Neb. For more information visit the company's web site at www.healthdatacard.com or call 866.820.2273.