



PORTABLE SECURE HEALTH INFORMATION

FOR IMMEDIATE RELEASE

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HDC Launches *PHR4me.com*, **Patient Focused Personal Health Record Portal**

Omaha, NE - Jan. 22, 2006 – Medical errors due to inaccurate and unavailable medical information as well as the mobility of the healthcare consumer are driving the growth of consumer directed healthcare and the need for electronic health information systems. In growing numbers consumers are utilizing the internet for research and communication of health information that affects them and their families. Virtually all consumers have some experience with the inadequate nature of common medical record keeping capabilities that are available for their use today. *PHR4me.com* provides numerous benefits to consumers and health care systems, via electronic storage and communication of information for individuals and through interoperability with clinical and hospital information systems.

On September 13, 2005, Health and Human Services (HHS) Secretary Mike Leavitt announced the formation of the American Health Information Community (AHIC). AHIC was formed to help advance efforts to reach President Bush's call for most Americans to have electronic health records within ten years. At its November 29, 2005, meeting, AHIC recommended the formation of a Workgroup on consumer empowerment. AHIC further recommended that this Workgroup develop a plan to realize a specific charge (deployment of pre-populated electronic registrations and medication histories) within one year that is visible to the American public and that works towards a broader charge (widespread adoption of Personal Health Records) over time.

Personal Health Records (PHRs) empower patients to become active participants in their healthcare, and have the potential to drastically affect healthcare delivery in the 21st century. **HDC has developed software and technology that "empowers patients with secure access to their health information".** HDC's new *PHR4me.com* solution has been adapted to clients' and patients' needs and is a solution to the current government's goal of transforming healthcare from paper to electronic records.

With *PHR4me.com* individuals can track, maintain and deliver important medical information such as medication, allergies, immunizations, tests, operations and visit details. Other information categories include emergency contacts, doctor lists, advance directives, and insurance details.

PHR4me.com differentiates from other systems by offering integration to any Health Information System (HIS), Practice Management or EMR vendor software. In addition, the *PHR4me.com* solution offers sharing of information to external media such as smartcards and mobile devices.

HDC 4Point Dynamics is a premier developer and provider of secure, reliable and scalable personal health information technology products and services. HDC specializes in providing solutions for sharing medical information and patient health records among health care agencies, professionals, and patients with the goal to improve healthcare. Bill Braithwaite, MD, PhD Chief Medical Officer, eHealth Initiative and Foundation stated "We support the work and effort that all of our eHealth Initiative members like HDC 4Point contribute to our mission of improving healthcare through the adoption of information technology."

HDC 4Point Dynamics, LLC is a privately held corporation headquartered in Omaha, Neb. For more information visit the company's web site at www.hdc4point.com or call 402.453.7000.