



News Release

Contact:

Trivitt Public Relations, Inc.

Deborah Trivitt

402.573.7143

402.598.7804

## **HEALTH DATA CARD TO ENABLE OMAHA HOSPITALS TO READ EMERGENCY 911 INFORMATION**

*Major Omaha metropolitan healthcare systems to install Health Data Card software.*

Omaha, Neb. – September 15, 2003 - Health Data Card (HDC) today announced that it has reached agreement with all five major metropolitan healthcare systems to install Health Data Card software on hospital emergency room computers. The software will allow emergency room personnel to read demographic and “emergency 911” information on Health Data Cards.

Healthcare systems and hospitals that will have the HDC software installed in their Emergency Rooms include: Alegent Health - Immanuel Medical Center, Bergan Mercy Medical Center, Midlands Hospital, Mercy Hospital; Methodist Hospital; Children’s Healthcare Services; Creighton University Medical Center; The Nebraska Medical Center.

A Health Data Card is a credit card-sized card in which a memory chip and small processor are imprinted. The card stores secure comprehensive healthcare data—from demographics and insurance information to more vital details such as immunizations, allergies, medications and “Emergency 911” data. The card is activated, written to, and read from by means of the proprietary free software provided by HDC.

The cards allow individuals to carry their personal medical information on a convenient, smart card that can be read by computers in emergency rooms and by portable readers (PDAs) in ambulances. As a result, using smart card technology helps ensure that more complete patient data is available to healthcare providers, reducing the likelihood of an error due to incomplete patient-provided information or second-guessing in case a patient cannot speak for him or herself.

Unlike paper-based, electronic or web-based medical records storage, the Health Data Card provides the best choice for secure, private, and convenient healthcare data storage. Health Data Card creates peace of mind through the timely delivery of quality care and healthcare information.

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“We are pleased these Omaha metropolitan area hospitals have committed to the installation of the software in their emergency rooms,” said Henry Zach, president of HDC. “This means individuals in the Omaha area will be able to provide important Emergency 911 information by simply presenting their Health Data Card. This will save time and decrease the possibility of errors in emergency situations, even when patients may not be able to speak for themselves,” Zach added.

Health Data Cards are currently available to consumers through employee medical benefits programs and some 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](http://www.healthdatacard.com) or call 866.820.2273.

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