



PORTABLE SECURE HEALTH INFORMATION

NEWS RELEASE

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Donor Provides HDCards for Students

Limited number of cards available for children

OMAHA, Neb, -- November 11, 2004 – HDC, the company that produces HDCards, will make 3,000 cards available to metro Omaha students from kindergarten through college. Parents and students can request cards on-line at www.healthdatacard.com.

“An anonymous business donor has purchased 3,000 cards and asked that we provide to students,” Henry Zach, president of HDC explained. HDC markets the cards to employers, insurance providers, healthcare systems, physicians, pharmacies, associations and other organizations for distribution to employees, patients and members.

“This donation will fund the cost of the student cards. A \$14 processing fee pays for us to put the information on the smart card’s secure computer chip,” Zach explained. Parents and students without Internet access can apply for cards by calling 402-933-5000. A paper form will be mailed with instructions.

“Parents are interested in being able to keep children’s immunization records up-to-date and easy to find,” Zach said. “Physicians and school nurses with a card reader and software can access that information. Children, parents and medical personnel will all benefit from this grant.”

The HDCards are especially beneficial for children who have chronic health conditions such as diabetes, asthma and allergies that may be triggered at school or away from home. Relatives and friends who care for children will have peace of mind, Zach explained. “Having students’ emergency and medical information that EMT’s and doctors can access on a smart card is important,” Zach said.

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In addition to the cards, participants receive decals for backpacks, home and automobile windows so emergency personnel will be alerted to look for the card. Participants will also receive a printout of the information on the card so they can verify their information.

The cards can be hung from a lanyard around a child's neck, or can be carried like a credit card in a backpack, purse or wallet.

Card readers and software are available at **no cost** to school nurses, who can access the emergency phone numbers and medical information on the cards. Physicians and qualified medical personnel who want to install the software and readers should contact HDC at 402-453-7000.

The software is free, easy to install and simple to learn, according to Zach. "A training session takes only 20 minutes. We install the software, which does not interfere with existing office programs," he added. "In fact, our software can integrate seamlessly with existing clinic software." Only licensed medical facilities and providers can obtain the free software that reads the cards.

A Health Data Card is a credit card-sized "smart card" with a memory chip. The HDCard allows patients easier access to and greater control of their protected personal health information, in line with the spirit of the Health Insurance Portability and Accountability Act (HIPAA).

Healthcare systems and hospitals that have the HDC software installed in their Emergency Rooms include: Alegent Health – Lakeside Hospital, 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. Medical offices and pharmacies using the cards are listed on the company's website.

Grants provide cards to the Hope Coalition Pharmacy and to Omaha senior citizens. Several pilot programs are underway at Omaha-area organizations and corporations, including Blue Cross Blue Shield of Nebraska.

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

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