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REACH CALL LAUNCHES REACH 3.0

Next-generation platform accelerates impact of telemedicine

(Augusta, Ga. – May 13, 2009) REACH Call, Inc., the leading provider of 100 percent Web-based solutions for remote treatment of medical conditions such as stroke, today announced the latest version of its telemedicine solution, REACH 3.0.

REACH initially was conceived as a way to quickly and remotely evaluate stroke patients. The enhanced next-generation REACH 3.0 release accelerates the use of telemedicine by enabling specialists to remotely evaluate and diagnose virtually any acute medical condition that requires time-critical treatment using customized applications. In addition, REACH 3.0 offers several upgrades from the previous version that facilitate faster consults, streamlined documentation, and advanced reporting.

“REACH 3.0 is based on a more flexible architecture, which reduces our overall development time so that we can quickly and easily implement and customize new applications for both hub and spoke hospitals,” said Sandeep Agate, REACH Call President & CEO. “With REACH 3.0, our customers now can employ a single, web-based platform to launch their comprehensive telemedicine initiatives.”

The company designed REACH 3.0 in response to demand from current customers—hospitals that already use the company’s remote stroke diagnosis and evaluation service and wanted to expand the benefits to other specialties.

With REACH, a specialist can access all necessary information for a consult—patient vitals, labs, clinical analysis tools, notes and recommendations—using one single interface, ensuring that all consultations go smoothly and provide sufficient information.

In addition to its best-in-class interface, REACH 3.0 also features:

- a flexible architecture that facilitates the rapid development of new clinical applications;
- tools that enable users to easily customize layouts and features, depending on their needs;
- workflow enhancements such as SOAP layout, hot keys, and contraindication checklists, which deliver shorter consultations and enable specialists to make faster decisions in time-critical situations;
- upgraded customizable reporting templates for use in billing, reimbursement and record keeping, enabling streamlined documentation;
- graphical administrative reports that track data such as onset-to-treatment times, helping hospitals gather useful information for outcome management, network

development, and marketing.

The web-based solution enables REACH Call to automatically upgrade current customers to REACH 3.0 as it trains them on the new features, without requiring any hardware/software changes within the facility. All new customers coming on board will receive REACH 3.0.

REACH was conceived in 2003 as a way to quickly and remotely evaluate stroke patients, who often can be treated with the IV drug tPA within three hours to minimize long-term effects. The REACH solution delivers easy efficient consultations, insightful reports for administrative decisions, and network-building expertise for strong referral networks. As a result, REACH has proven to have substantial clinical and economic benefits for the participating hospitals. REACH is installed in hub-and-spoke networks in eight states, where neurologists at the larger “hub” hospitals provide consulting services to smaller “spoke” hospitals for remote stroke evaluation.

About REACH Call

REACH Call is a full-service telemedicine application services provider offering the most complete, secure and robust web-based tools powered by integrated audio-visual communication capabilities and decision support algorithms. Founded in March 2006 by Dr. David C. Hess and other leaders at the Medical College of Georgia, REACH Call’s telestroke and telemedicine solutions provide for remote evaluation and diagnosis of conditions such as stroke. REACH Call’s patent-pending technology is the only 100 percent web-based telestroke/telemedicine solution currently available on the market. For more information on REACH Call, visit www.reachcall.com.

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