



Our solution is built on a unified communications framework connecting health care givers with the health care consumers beyond direct care. Access to the solution is enabled across a range of familiar devices and tools such as mobile phones, personal computers, internet browsers and home devices. miHealthCare currently provides:

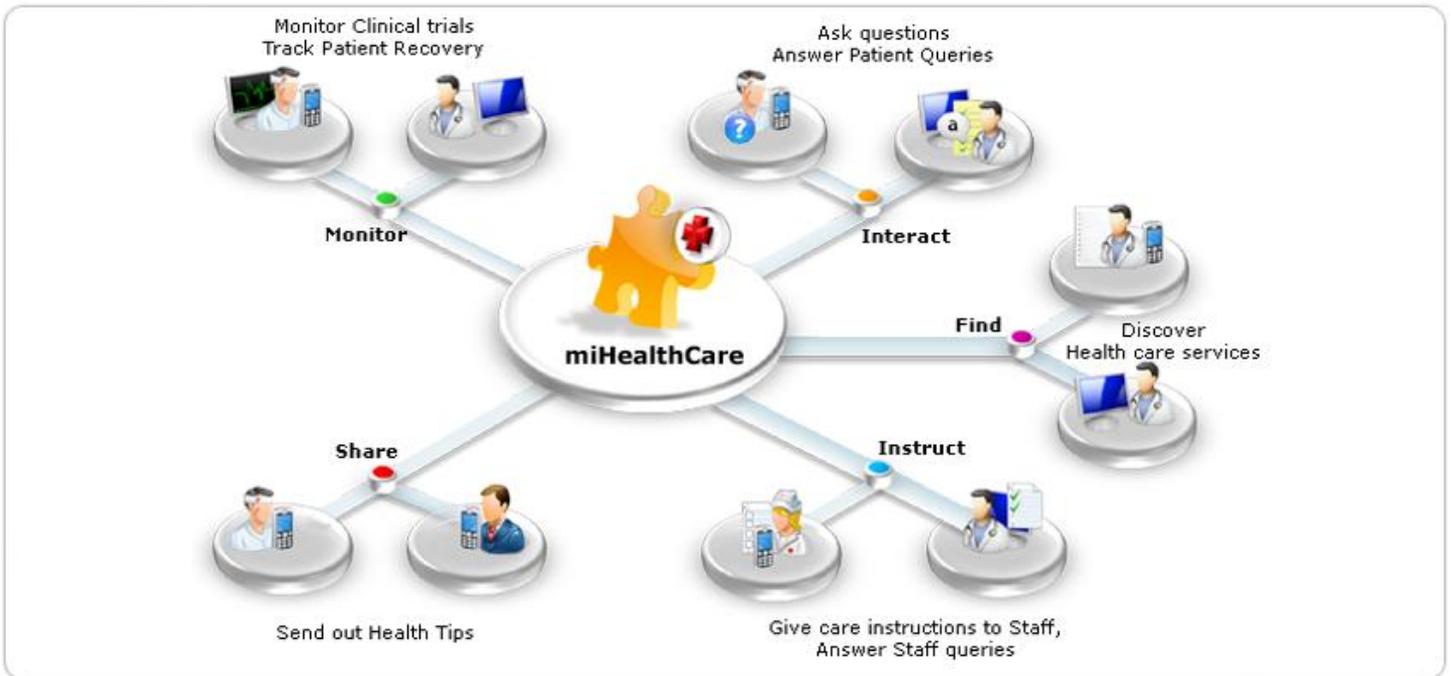
- Electronic Health Records for Emergencies
- Interaction Beyond Direct Care
 - ✓ Health Tips, Health Surveys and Polls, Questions and Answers, Clinical Trials
- Remote Monitoring of Vital Signs
- Appointments, Reminders
- Voice, Data, Video - Unified Communications
- Health Care Services Directory
- Commercial Promotions and Offers

Care with a Personal Touch

Healthcare is a communication intensive business. Communication also has a huge bearing on health care consumer satisfaction.

There is a perception these days that the personal bond between the care givers and the patients has disappeared and health care has become impersonal, expensive and business-like. Care givers can transform their bedside manners into the modern day equivalent to stay in constant touch on their mobile phones or on their computers or at home to bring the old times back.

miHealthCare makes this possible by integrating the latest advances in mobility, telecommunications, medical equipment and networking. Continuous communication between care givers and health care consumers will produce better results in chronic care, preventive care and acute care. It promotes greater health care consumer engagement and more efficient care. Thus we help everyone involved to manage their roles better which eventually lowers the costs.



miHealthCare Features

Health Record

Health care professionals should always know your medical record in routine non-critical medical situations. This record includes pre-existing medical conditions, current medications, implanted devices (e.g. a Pacemaker), drug or food allergies, recent medical treatments, surgeries etc. This record becomes all the more important in an emergency situation.

Electronic Health Record for Emergencies

One of the likely devices available in an emergency will be one's own mobile phone. Though an Electronic Health Record (EHR) is not easily available, people can maintain EHR tailored for Emergencies on their mobile phones. This EHR on the mobile phone is especially crucial in the moments after an emergency and can be passed on to emergency

care professionals while in transit to the hospital.



EHR can include contact information about immediate family, friends and care givers.

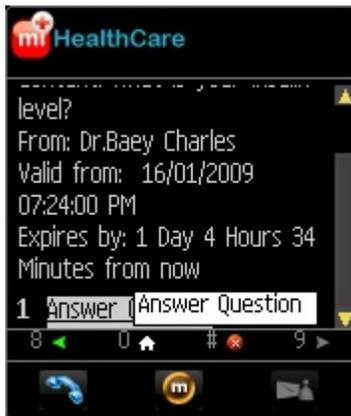


The primary contacts can be reached during an emergency while all others can be notified about the emergency, thus increasing the chances of getting the best possible information.

Surveys and Polls

Care givers can pose health assessment questions, surveys and polls - customized to a consumer or group of consumers. Also, care givers can easily monitor patient compliance with this continuous

communication and coordination for all their needs beyond direct care. In turn, consumers can respond from any of their devices enabled by miHealthCare. Consumers can also pose queries and clarifications to their care givers.

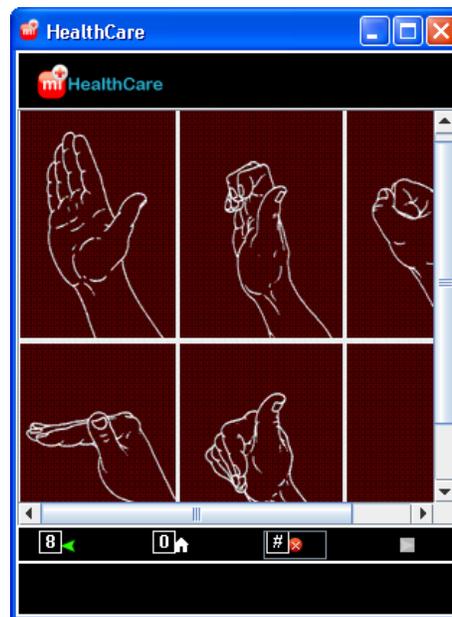


Health Tips

Consumers can receive educational information related to their health conditions, motivational messages and personalized tips (e.g. diet). Consumers and care givers can maintain their own health tips and share with each other.

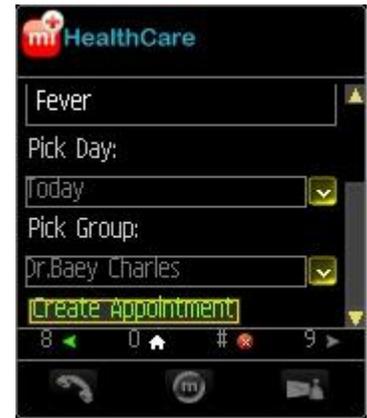


Though these tips are easily passed in ubiquitous text, miHealthCare can also pass audio-visual content to data-enabled devices.



Appointments

Consumers can schedule and confirm their appointments with their care givers. Care givers too can schedule routine check ups or reschedule fixed appointments.

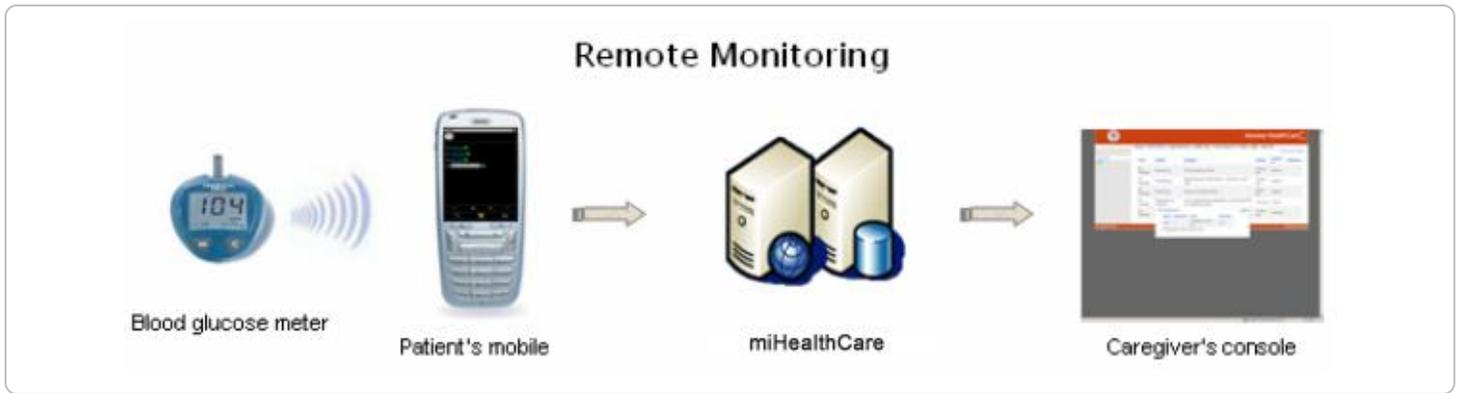


All confirmations, requests and responses are made available as alert messages to the other side.

Reminders

Consumers can opt for reminders from care givers for their daily pills, diet, exercise, appointments and immunization schedules. Care givers can automate the delivery of such reminders for better patient compliance and self-help.





Remote Monitoring

miHealthCare solution supports a range of new monitoring devices to capture key health parameters. The devices are connected through wired or wireless means to the miHealthCare application on mobile phones or custom equipment. These devices can directly communicate the consumer's vital health parameters to their health care givers enabling remote diagnostics and care. The vital parameters include blood pressure, blood glucose levels, blood oxygen saturation, pulse rate etc.

Unified Communications

miHealthCare solution enables basic messaging, contextual information exchange during voice or VoIP calls and real time video sharing. This brings a truly unified communications experience across a range of consumer devices - mobile phones, PCs, browsers and custom devices. Enabling communication across a range of devices helps care givers strengthen their interaction with their consumers by reaching out to them in their zone of comfort.

Service Discovery

Consumers can look for health care service providers and their services to seek care in new settings that offer lower prices, enhanced convenience and more effective delivery channels.

Offers

Health care givers can send special offers or targeted promotions for preventive health care and chronic condition management. This is to enhance the business growth and to maximize the resource utilization of most health care organizations. miHealthCare solution provides statistics for tracking the performance of such offers and promotions. Tracking consumer behavior helps in planning future offers and promotions.

Web Services

miHealthCare solution is based on Service Oriented Architecture and allows for easy integration through

web services with the existing health care systems.

Benefits of Mobax HealthCare

Healthcare providers expand their current focus on episodic, acute care to encompass the enhanced management of chronic diseases and the life-long prediction and prevention of illness. Care givers enjoy:

- Continuous and proactive care via improved communication
- Higher patient compliance
- Goodwill and increased loyalty
- Improved visibility and community outreach
- Efficient time management
- Maximized resource usage

Consumers maximize the value they receive from a healthcare system. Consumers enjoy:

- Care beyond consultation
- Better recovery
- Better awareness about health
- Avoid long waiting time
- Cost savings



Simply Connect

Simply Communicate

How does miHealthCare Work?

miHealthcare platform can be white-labeled for specific brands either as an in-premise license or as a hosted service. Health care providers and consumers are registered with the miHealthCare system. The association between the health care providers and consumers is open ended. This means the association is managed by the health care providers at the time of bringing a consumer into the system or when a consumer associates himself with his health care provider. Solution allows health care providers and consumers to be invited to join the system.

Health care providers and consumers interact through their preferred choice of interfaces – desktop application, Internet browser, mobile phone application, WAP browser on mobile phone, SMS or a custom device. The user interfaces have been designed for maximum ease of use.

Deployment & Access

miHealthCare is now offered as a hosted solution for health care providers, their consumers and others.

miHealthCare is accessed via:

- JME* / BREW* / Windows Mobile* / Yahoo! BluePrint* / Android* / iPhone*
(smart mobile phones)
- Yahoo!BluePrint Widgets
(smart mobile phones)
- WAP* Browsers
(mid-range mobile phones)
- SMS (low end mobile phones)
- Personal Computers
 - Java application
 - Internet Browser
(IE 6.0 & above, Mozilla, Opera & Safari)
- Interactive Voice Response (IVR)
- Custom Devices for HealthCare

* requires a data-enabled mobile phone



Mobax Networks Private Limited is a mobile web 3.0 company focused on delivering unified communications solutions to various verticals in health care and retail commerce. Mobax believes in personalized continuous proactive health care beyond direct care. Mobax solutions simplify communication between healthcare providers and their consumers through seamless interaction across a range of familiar devices.

www.mobax.com

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