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Researchers at Cornell and University of Colorado to Evaluate Impact of Personal Electronic Health Records Using Prosocial Application's Smart PHR™

BOULDER, Colo. – March 1, 2007 - Prosocial Applications Inc., a company dedicated to consumer-empowering health information technology, today announced that that a research consortium will evaluate the company's Smart PHR™ (personal electronic health record). Researchers from institutions including Cornell University and the University of Colorado will study the impact of PHRs on the costs and quality of long-term care and on the cross-agency coordination of publicly financed services. Test sites in Colorado, California, Minnesota, and Washington, DC are currently distributing thousands of Smart PHRs, introducing consumers, including cancer survivors and parents of children with special health care needs, to online methods of integrating all of their health information and selectively sharing it with all of their doctors.

One in ten Americans, according to the U.S. Department of Health and Human Services, has a chronic illness or impairment, accounting for approximately 70% of U.S. health care expenditures. From 1991 to 2007, the Institute of Medicine of the National Academy of Sciences has repeatedly linked fragmented long-term care services and records to needless mistakes, illness, and death and urged the adoption of consumer-centered information technology solutions. On March 1, 2007, Congressman Patrick J. Kennedy will introduce a new version of the Personalized Health Information Act for legislation to promote the use of secure, patient-controlled, web-based, personal health records and communication services for Americans.

“The Personalized Health Information Act recognizes the significant role that personal health records could play in helping people with chronic illness and disabilities gain control of, and improve, their own health care,” commented David C. Stapleton, Ph.D., director of the Cornell University Institute for Policy Research and leading disability policy researcher and economist. “Prosocial Application’s Smart PHR is the most advanced system available today, and I am grateful that the company is offering researchers the opportunity to rigorously test the product.”

Christy Blakely, executive director of Colorado Family Voices, says, “I support Patrick Kennedy’s PHR bill because it will put Prosocial’s easy-to-use, secure Smart PHR within reach of all parents of children with special health care needs.”

“Older adults in Colorado Springs will be grateful to participate in a field trial of the impact of private and secure personal health records,” added Sara Honn Qualls, Ph.D., Kraemer family professor of aging studies, professor of psychology, director of clinical training, and director, gerontology center at the University of Colorado, Colorado Springs. “Our society simply must solve the problems inherent in our current inability to share health assessment data, treatment plans, and data on the effectiveness of clinical interventions. The SmartPHR offers remarkable infrastructure to providers in coordinating care. We are thrilled to collaborate with this innovative approach to coordinating care among community health care providers, families, and consumers and look forward to measuring the impact of PHR’s on health utilization, outcomes, and costs.

About the Smart PHR (Personal Health Record)

The Smart PHR is a unique blend of online personal health records and individualized care plans that enable consumers and providers to cooperatively follow disease-management best practices. Consumers or family caregivers grant and manage users’ access to their PHRs and exchange information automatically with their doctors’ electronic medical records (EMRs). Security, privacy, and confidentiality are protected by data encryption, user authentication, and other standards common in EMRs but rare in newly emerging PHRs. Consumer-authorized health and human service providers may subscribe to online EMR accounts with e-prescribing, claims submission,

and HIPAA documentation capabilities. Authorized emergency responder and disaster relief organizations may interface consumer PHRs with their 211 calling systems. An interactive demo is available at www.thesmartphr.com.

About Prosocial Applications, Inc.

Elaine Blechman, a professor of Psychology at the University of Colorado-Boulder and a leader in setting national standards for personal health records, and her husband Joshua Friedman, a dentist and engineer, founded the Boulder Colorado firm of Prosocial Applications, Inc., with the goal of developing technology that would revolutionize long-term care. Recollections of her mother's struggles with multiple sclerosis spurred the CEO, Dr. Blechman, to envision an electronic records system that would satisfy the personal needs of consumers and informal caregivers and the business needs of their trusted health care providers. Since 2002, Prosocial Applications has patented, developed, deployed, and field tested the only online consumer-controlled, interoperable PHR system with customized care plan coordination capabilities. Local and state agencies in Colorado, Washington, DC, and California use the Prosocial PHR system for inter-agency coordination and accountability.

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