

FOR IMMEDIATE RELEASE

## **New Healthcare App Makes Medication Management Simple**

*iPharmacy, Blaze Mobile and iRetainRx Team Up for Healthcare App and NFC Smarter Sticker™*

**(Berkeley, CA) September October 19, 2012** – iPharmacy, the award-winning mobile app, today, announces its partnership with Blaze Mobile, a leader in NFC and mobile payments technology, and mHealth pioneer – iRetainRx. The partnership is designed to improve communication between patients and medical professionals with a new healthcare tool that enables mobile purchases at over 200,000 stores. iPharmacy creates a direct communication channel to the pharmacist allowing patients to receive treatment instructions, and update their healthcare providers on their progress. Patients can receive their pharmacist’s instructions by holding their smartphone or tablet computer near their medicine bottle. iPharmacy improves communication, which can reduce doctor visits and unnecessary costs. The NFC Smart Sticker™ and iPharmacy app are available now for iPhone, iPad, iPod and for Android smartphones and tablet computers. Visit to <http://www.iretainrx.com/ipharmacy/> get your NFC Smart Sticker™, and download the iPharmacy app from the Apple App Store or Google Play Store.

According to the Medicare Payment Advisory Commission (MedPAC), hospital readmissions can be reduced by improving communication between patients and care providers. A new MedPAC report states that two-thirds of hospitals will be fined as a result of higher-than-average patient readmissions. The iPharmacy app and NFC Smart Sticker™ provides patients and healthcare professionals with powerful tools that improve communication and can reduce spending. Doctor David Parpart, CEO and founder of Socially Relevant Technology, makers of iRetainRx, explains, “In the United States, poor adherence to medical treatment results in sicker patients, and costs hundreds-of-billions of dollars annually. I’ve experienced these issues myself, with my own patients and with family members. We’ve created useable solutions to address these problems, and anyone can use them.”

iPharmacy utilizes NFC technology to communicate with medical containers and devices. Any smartphone or tablet computer can instantly become NFC-enabled once an NFC Smart Sticker™ is affixed. “We did not want to force people to buy something new to use our service, so we found a partner in Blaze Mobile whose NFC Smart Sticker™ enables any smartphone or tablet to work with our medical treatment management tools. Enabling people to use their phone to buy medicine and other items is a really cool and convenient added bonus,” states Dr. Parpart.

Michelle Fisher, CEO and founder of Blaze Mobile adds, “people know Blaze as a mobile payments company, but our new NFC Smart Stickers™ can do so much more like enable patients to automatically transmit real-time data on their weight, blood pressure or insulin levels to their doctors. Doctors can use this data to adjust their meds or treatment so that the patient

doesn't end up in the ER. We are extremely happy to be working with our partners on these life-changing solutions.”

Visit to <http://www.iretainrx.com/ipharmacy/watch> demonstration videos to learn more about the iPharmacy app and NFC Smart Stickers™.

### **About iPharmacy**

iPharmacy is MedConnections's award-winning mHealth solution combining expert medical know-how with intuitive user experience tailored to both consumers and health professionals. Our medical sources are leaders in their specializations. Our mobile platform empowers people to make smarter health decisions. Today, we have an active user base of over 1.2 million consumers, nurses, medical students, pharmacists and physicians. What's more, the iPharmacy healthcare forum is the largest mobile health community in the United States.

### **About Blaze Mobile**

Blaze Mobile develops innovative mobile commerce, healthcare, banking and advertising solutions that enable secure, convenient, cost-effective transactions and promotions from the mobile device.. The patented Blaze Mobile Wallet provides secure, fast and easy contactless purchases, banking at 8,000+ financial institutions, ticketing, loyalty cards, coupons, medical Id and drug adherence, and much more. The Blaze mobile wallet that works with any cell phone as well as NFC-enabled mobile devices Blaze was recently awarded a patent for the NFC payment sticker they invented in 2006 which is 100% agnostic – effectively bringing NFC capabilities to any mobile device. The second generation payment sticker invented by Blaze Mobile, or NFC Smart Stickers™, work without the need of a carrier signal or WIFI, bringing mobile payments, and real-time account access to anyone, whether on a plane, train, underground or anywhere else. The Blaze Mobile Advertising Network enables companies to target specific mobile advertisements and promotions to their most important customers, delivering unparalleled and targeted marketing and branding capabilities. Blaze Mobile applications are available through Apple iTunes, T-Mobile, AT&T, and NTelos. For more information, please visit [www.blazemobile.com](http://www.blazemobile.com).

### **About iRetainRx**

iRetainRx is a solution offering of Socially Relevant Technology, an award-winning cloud and mobile technology company specializing in medication adherence. The iRetainRx cloud and mobile medication adherence platform, is designed to enable healthcare organization, including Patient-Centered Medical Homes, community pharmacies and manufacturers to provide patients with interactive medication communication across clinical settings and multiple screens. It helps health care companies cut costs associated with poor medication adherence and enables consistent patient engagement before, during & after doctor visits and pharmacy refills. This robust, yet easy-to-implement medication adherence solution provides features to enhance

clinical encounters developed and tested by the American Pharmacists Association, and delivers effective Patient-Centered medication education, outreach and support between clinical encounters. iRetainRx also provides easy-to-use mobile applications and social technology to optimize patient and caregiver adoption and ongoing engagement. A Prize Winner and Semi-Finalist in the Sanofi US Innovation Challenge, iRetainRx was recognized as a good friend, and a meaningful business tool that helps treatment plan adherence and optimize patient outcomes.

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