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My Medical Memory...In a Flash!



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As many as 98,000 people die in hospitals each year as a result of preventable medical errors.

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The American Medical Association

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What's interesting about being a part of the My Medical Memory launch is seeing how various doctors' offices keep their records. Many have now made the transition to electronic medical records, or EMR systems. Some still keep paper records, and some do a sort of combination: paper print-outs for patients with doctor's notes captured on computers.

But it seems like the entire healthcare industry is on a swing toward more tech, and more and more observers and experts are predicting that healthcare, like so many other industries, will soon be completely paperless. The Wall Street Journal published an article by **Amar Gupta** on Oct. 20, "[Prescription for Change: Health care has managed to avoid the information-technology revolution. But it won't for much longer.](#)"

Gupta writes,

A detailed medical history can be critical if a person suffers an illness or accident far from home. Integrated information systems and records that translate easily would be of enormous help in natural disasters and other mass-casualty situations in which the victims come from many

different places. But current hospital information systems were designed to function as islands with their own rules and formats, making a patient's file at one hospital difficult for another to read.

My Medical Memory offers just that: a detailed medical history that provides help whenever and wherever you need it. It's portable, private, and updateable, and keeps your medical records at your fingertips, in a flash!

Brittany Abbate
Director of Marketing

Brittany is a former television journalist with several years' experience in healthcare marketing and advertising.

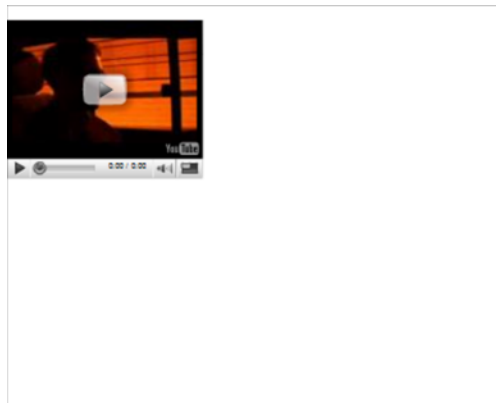
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• Charity Event: Indestructible



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