

# LOS ANGELES BUSINESS JOURNAL

## L.A. Company Turning Telephone Into a Search Engine

By BOOYEON LEE - 7/23/2007  
Los Angeles Business Journal Staff



Lorsch

### Drug Check

Want to know if you can take Zantac with Tylenol?

MyMedicalRecords.com can tell you. A new comparison function on the Web site recently made its prescription database open to the public. Users can run reports on several drugs at a time to see if interactions between the drugs are clinically significant or dangerous.

The L.A.-based company calls itself the most sophisticated personal health record database in the world. Each user is given a “lifeline number” or fax number that doctors can use to deliver a patient’s medical information. The data is then digitized and uploaded into the user’s account. A voicemail message from a doctor can also be archived into the user’s file folders online. The system also tracks the medications that users are on and alerts them should conflicting drugs be prescribed by another physician.

Bob Lorsch, chief executive of MyMedicalRecords.com, said that he and his family have filed about 1,000 health records, including prescriptions and blood test results, as well as X-rays in jpeg images.

If a user becomes unconscious, a password attached to the back of his driver’s license enables doctors to access his online health records.

“No Web site will give you access to 1,000 of your medical records with a single ID number,” Lorsch said.

The company launched its site in the first quarter of this year but already has about 50 million subscribers, primarily through companies and labor unions that offer subscriptions to MyMedicalRecords.com as a part of health benefit packages. The company sells yearly subscriptions to individuals for \$100, and that includes up to 10 family members.

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