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## **MYMEDICALRECORDS.COM RESPONDS TO PRESIDENT'S CALL FOR EVERY AMERICAN TO HAVE DIGITAL MEDICAL RECORDS**

### **California Company Launches Consumer Web Site for Managing Personal Medical Information**

**LOS ANGELES (October 18, 2005)** – Answering President Bush's call for every American to have digital medical records by 2015, a California company has launched a new Web site that allows consumers to manage medical information and other vital documents easily and securely from their personal computers today.

With **MyMedicalRecords.com**, subscribers can store test results, X-rays, prescriptions and other types of medical information in a secure database and view actual images of those documents on their personal computers. The Web site also can store copies of any other type of vital document that a user would need at any time anywhere in the world, such as living wills, birth certificates and insurance policies. The company was co-founded by Los Angeles philanthropist and entrepreneur Robert H. Lorsch, a cancer survivor who almost died from a prescription drug interaction that could have been avoided.

"People who see multiple doctors cannot rely on every one of their treating physicians or hospitals to know their medical history," said Lorsch, company chairman and chief executive officer. "MyMedicalRecords.com provides a secure and easy-to-use tool that allows people to take charge of their medical records so they can help their doctors make informed decisions about their health."

A recent study published in the Mayo Clinic Proceedings shows that an alarming number of people being discharged from hospitals know little about their diagnoses and prescribed medications. The study found that 62 percent of patients didn't know the purpose of their medications; 86 percent didn't know the side effects of their medications and 58 percent were unable to provide their diagnosis.

A Wall Street Journal/Harris Interactive poll released Oct. 7 found that 78 percent of respondents somewhat or strongly favor electronic medical records for storing medical information.

MyMedicalRecords.com provides a secure and user-friendly way to do this. Each subscriber is assigned a personal toll-free "Lifeline" telephone number that can be used for faxing and voice messaging. Doctors fax the medical records to the Lifeline number and the documents are automatically converted to .PDF files and placed in the subscriber's account. Once the information is received, subscribers are alerted by email, text message or pager.

While other medical record Web sites exist, MyMedicalRecords.com provides more comprehensive features for storing, viewing and sharing vital documents and it does so in a standard .PDF format, which is compatible for viewing and sharing on any computer connected to the Internet.

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## **2-2-2-2 MyMedicalRecords.com**

In a comparison of competitor Web sites, MyMedicalRecords.com was the only site to provide personal telephone numbers and file folders that can be personalized and used by the entire family. In addition, MyMedicalRecords.com allows subscribers to view and store uploaded images of their medical records and other vital documents rather than manually entering all the data themselves.

As a preparedness tool, MyMedicalRecords.com is a virtual safe deposit box that can keep any important document from being lost or destroyed by fire, floods and other disasters. The need for this technology was highlighted by Hurricane Katrina, which destroyed the medical records of tens of thousands of individuals leaving them without important and potentially lifesaving information when they sought medical care, the Associated Press reported.

In a recent article in USA Today, the Red Cross recommended that in addition to supplies of food, water and medications, people “should also pack important financial documents” in order to make it easier to apply for benefits, relocate or rebuild. MyMedicalRecords.com provides a convenient place to upload these important documents.

Priced between \$59.95 annually for 1-2 people and \$79.95 annually for a family of up to six people, MyMedicalRecords.com offers an affordable, easy-to-use digital storage tool that allows people to begin managing their personal health records, as well as other important documents, online today.

### **About MyMedicalRecords.com**

MyMedicalRecords.com is a privately held corporation based in Los Angeles that empowers consumers to take greater control of their personal health by providing them with a virtual safe deposit box for storing, managing and sharing their medical records and other important documents in a simple and easy-to-use manner. For more information or to take a multimedia Flash tour of the Web site, visit [www.mymedicalrecords.com](http://www.mymedicalrecords.com) or call 1-888-808-4667, Ext. 129.

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