

ExitCare OnCall

ExitCare OnCall is an extension of ExitCare, to be used by any facility to provide quality patient educational materials to consumers via the facility's website.



Whenever consumers view or print educational information, your facility's customized "header" is printed on the top of the document, supporting your brand in your market. The pricing for ExitCare OnCall is unique. Each facility pays an annual maintenance fee (\$1,000 for hospitals, \$500 per clinic or other facility type) plus 10¢ per document viewed or printed. After the annual maintenance fee, you only pay for what your consumers use!

How does ExitCare content work within our facility website?

The ExitCare content is delivered in an IFrame by ExitCare servers for use on your own website; the only maintenance you have to do is manage the link on your website and provide your standard website page template frame to display the ExitCare content. ExitCare maintains the database and all content updates.

Facility website in shaded area - completely controlled by facility

ExitCare Content delivered in an IFrame

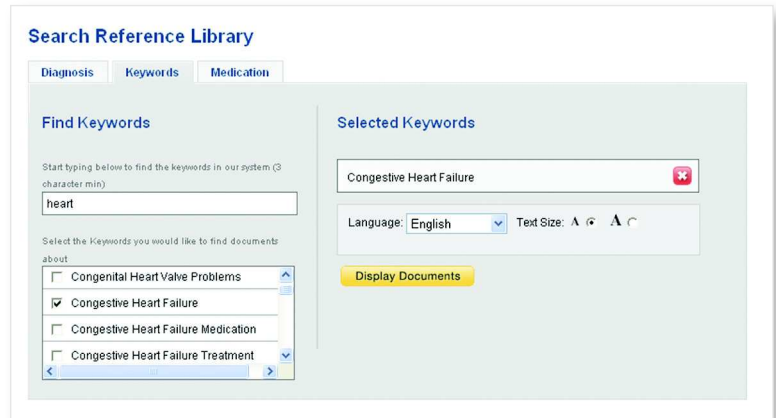
How do consumers find documents relevant to their diagnosis?

ExitCare documents are "related" to specific diagnoses. In the example shown here, if the consumers type in "heart", they will see about 20 different diagnoses that contain the word "heart" (Heart Murmur, Angina, Heart Attack, etc.). Once they select "Congestive Heart Failure" (CHF), they will have access to over 20 CHF related documents including several Low Sodium Diets, several Cholesterol Reduction Diets, Smoking Cessation, Hypertension, Digoxin Toxicity, as well as documents describing CHF's diagnosis and treatment. By allowing your patients to see documents by their diagnosis, they are in a better position to find the information they are looking for. As you can see in the image at right, consumers can view and print documents in several languages and a large text version.

A screenshot of a web application interface titled "Search Reference Library". It has three tabs: "Diagnosis", "Keywords", and "Medication", with "Diagnosis" selected. Under "Find Diagnoses", there is a search box containing "heart" and a list of results. The first result, "heart disease (Congestive Heart Failure)", is selected. To the right, under "Selected Diagnoses", the same diagnosis is shown in a dropdown menu. Below that, there are options for "Language*" (set to English) and "Text Size" (with icons for font size adjustment). A yellow "Display Documents" button is present. A note at the bottom states: "* Will show selected language if available, English if not."

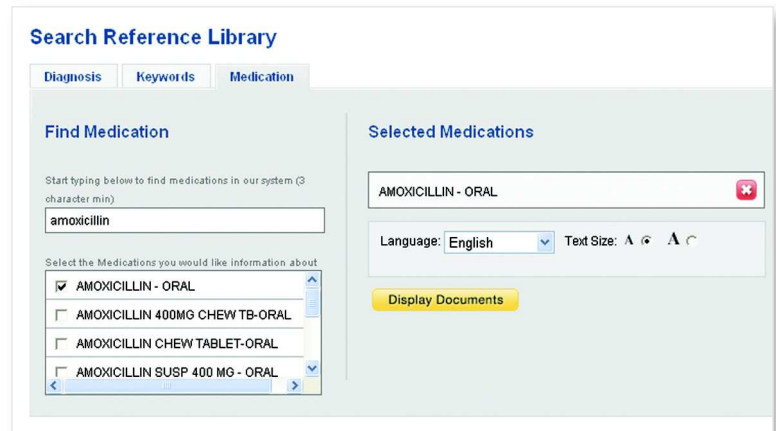
How do consumers find documents by Key Words?

All ExitCare documents are cross referenced by key words. In the example shown here, when consumers type in "heart", they will see about 100 different documents that have "heart" as part of a key word, ranging from Congestive Heart Failure to Heartburn. If consumers select "Congestive Heart Failure" they will see a list of very specific documents that have "Congestive Heart Failure" as a key word. As with the previous "search by diagnosis" section, consumers can view and print documents in several languages and a large text version.



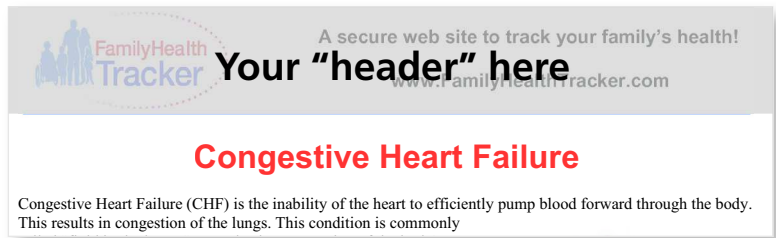
How do consumers find documents on Medications?

ExitCare OnCall has access to the complete First DataBank database of drug specific instructions. In the example at right, if the consumer types in "amoxicillin", they will be able to choose from amoxicillin in several forms including regular tablets, chewable tablets, and even several strengths of suspensions. The database also includes numerous OTC medications and a wide variety of nutritional supplements. For medication instructions, consumers can view and print documents in English and Spanish, and a large text version in either language.



How do the documents extend our facility "brand" into our market area?

The top of every document (no matter if it is based on a diagnosis, a key word or a medication) is viewed with your facility's information on the top of the first page. When a user prints a document, it will also print with your facility's "header", extending the marketing reach of your website to the printed page!



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