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VisiInc PLC (VZJ) Brings Home Healthcare with Electronic Medical Records

By Justin Kuepper · Monday, October 17th, 2011

VisiInc PLC. (ETR: VZJ), a provider of multidimensional data visualization and collaboration tools that support any file type and any size in its real-time native form, similar to companies like Cisco Systems Inc. (NASDAQ: CSCO) and J2 Global Communications Inc. (NASDAQ: JCOM), was recently featured in StockVest Quarterly's Summer 2011 edition.

Glenn Weiland Executive VP and Senior VP Marketing VisiInc PLC in collaboration with Alan Miller Chief Technical officer VisiInc PLC. Bringing home health care with Electronic Medical Records-

Transforming Health Care with Electronic Medical Records. The prognosis is all good and the opportunities are healthy.

I think I have read the entire decade's subscriptions of Post, just waiting in my Dr's Surgery. For too long the patient has had to be far too patient. Surgery room queues, days in waiting just for a brief consultation, delays in record delivery etc etc it is enough to make your temperature rise! And we can't blame our medical professionals as they are the best and most highly rated in the world.

A man walks into a doctor's office. He has a cucumber up his nose, a carrot in his left ear and a banana in his right ear. "What's the matter with me?" he asks the doctor. The doctor replies, "You're not eating properly."

Sometimes it is just blatantly obvious that the answer is right before our eyes. We are in the most rapidly groundbreaking time of ehealth development in history and a whole new way of managing our health is at our fingertips. The time is now to bring home ehealth.

Alan Miller Chief Technical Officer for VisiInc PLC believes that conferencing and collaboration is in a sweet space globally.

"I can remember times where I was anxiously waiting for the results of important medical tests, wondering why and how it could take so long. Unbeknownst to me, the delay wasn't so much the diagnosis as it was the infrastructure of getting the images and documents transferred and shared amongst doctors. In fact, most of the delays were in having to manually deliver images and medical information about me to applicable people. I thought, why, now that we're in the information age, couldn't this be simpler and faster?"

Today that thought has become a reality!

Imagine having all of your medical records all the way back to childhood available in one central location regardless of how many different doctors you've had. Now your current doctor has access to all the information about you they need. Nothing is going to get lost or omitted!

Paper records in hospitals and physician offices are increasingly being replaced by digital records on computers. Consumers are creating their own personal health records online as well.

Governments are actually offering incentives as well as penalties to medical institutions and doctors to migrate to EMR systems. These initiatives are intended to decrease medical costs, improve patient diagnosis and streamline the overall medical profession.

In fact, this conversion is included in the Australian Better Health Initiative where they are contributing \$250 million to refocus the health industry. A similar concept is in the works within the United States where the objective is to make sure that every doctor's office and hospital in the country is using cutting-edge technology and electronic medical records so that red tape can be cut, medical mistakes prevented, and billions of dollars can be saved each year.

The capabilities of these systems are growing and whereas they can be very useful and cost efficient for time-strapped doctors to help in diagnosing patients, they can also be used for training in surgical procedures by streaming video directly from the operating room, online collaboration and review of patient medical images.

So, where do the medical records come from?

Who puts them into the system and who is responsible for keeping them safe, updated, and available? That's a loaded question but essentially it's doctors, medical assistants, laboratories or authorized hospital personnel, but let's get more specific about using computers to work in medicine.

Electronic medical records are such a cool concept that it almost makes you want to sit in the doctor's office and have previous doctors pipe up and recount tests you've had and diagnoses you've been given, but you don't have to take your pants off in front of a crowd to have easy-to-use online medical records. Besides the obvious...having doctors and assistants who are willing to put their records in the "system" you also have to have computer savvy folks in "the loop" who are willing to watch over this stuff day in and day out.

What are Electronic Medical Records?

As you might suspect, they can be medical forms, applications, charts, diagnosis, medical image scans (MRI and X-Rays) and more. Existing film and paper is scanned and converted to a digital file format that can be a single image or video type.

Jacques Blandin, Chief Executive Officer and Founder of VisiInc PLC, said, "Visitime is the world's easiest to use multi-file format, real-time 3D viewer for powerful collaboration of medical records, including radiological images, using Visi rapid visual rendering capabilities.

"Working with MMR, our plan is to offer a MyMedicalRecords Personal Health Record globally. VisiInc will offer the product in Australia through its subsidiary Firmware Technologies. Integrating the Visi technology with the MMR PHR will allow consumers anywhere to simultaneously view and explore Personal Health Records including multi-dimensional data visualizations of any file type of anysize, in real-time."

Robert H. Lorsch, Chairman and CEO of MMRGlobal, Inc. has pioneered electronic medical records globally for the past 5 years.

"When I was a kid growing up watching Star Trek I never thought I would be one of the first to disassemble and reassemble data as if it was coming from the transporter room of the Spaceship Enterprise.

Transporting complex giant-sized imagery to help save lives represents a breakthrough in eHealth. The Visi MMR relationship responds to that agenda and can represent the beginning of a next generation of Personal Health Management Systems for consumers and healthcare professionals,"

As cool as it sounds to have electronic medical records, you can't just save them on a computer and expect that to be it. You need access to a comprehensive EMR system. MMR Global, an innovative online Health Record system recognized this industry is still in its infancy and one must continue to add value to stay competitive. It's joined forces with Visiinc Plc, a company that provides near realtime conferencing with the ability to simultaneously view and share a multitude of media types between people. By integrating their technology they hope to provide the leading edge of EMR capable systems. Robert H Lorsch, CEO of MMR Global, believes here are several features that should be included in such a system.

It must be extremely easy to use.

It must be secure and provide authorized access only to your records as described in the Health Information Privacy Rules.

It must provide the ability to view a multitude of different file types.

It should provide a collaboration capability between doctors and institutions.

It should provide an institutional training capability in the form of streaming surgical procedures to selected attendees.

Going digital is not an easy task but the effort is already underway. The advantages are commensurate with the effort and the way Health Care is managed will be altered forever!

In May 2011 Visiinc PLC announced the completion of its merger with Firmware Technologies Inc and its subsequent quotation on the Frankfurt Stock Exchange (VZJ).

Please visit www.visiinc.com for more information on this exciting new investment opportunity and see how they are transforming the way we create and communicate.