

FOR IMMEDIATE RELEASE

Thursday, September 02, 2010

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eHealthTrust OPENS ARIZONA ELECTRONIC HEALTH RECORD BANK

Arizona Residents Can Now Have Complete Control Over Their Health Records With Automatic Updates

PHOENIX, Arizona (September 02, 2010)—eHealthTrust (www.eHealthTrust.com), an electronic health record bank, has opened its doors in Arizona giving residents access to its private and secure health record repository. eHealthTrust gives customers 24-7 online global access to their comprehensive health records, and automatically updates a member's medical history as it develops—unique to the healthcare industry. Lifetime membership in eHealthTrust is available online at www.eHealthTrust.com for a one-time fee of only \$99. As part of its pre-registration launch in Arizona, eHealthTrust will offer a 30% discount (only \$69) in September.

As the nation's premier health record bank, eHealthTrust provides members with a secure repository to store their health information and medical records. Unlike existing consumer health record systems, eHealthTrust works with medical providers in the community to conveniently gather information for members automatically. In addition, eHealthTrust allows customers to update their information, while giving them exclusive control over who has access to their records. The end result: members have the most comprehensive electronic medical records to provide to their doctors and hospitals, for safe and improved care every day, and in the event of an emergency.

Additional benefits for eHealthTrust customers include the ability to provide doctors with a more accurate and comprehensive personal and family medical history and to keep track of their entire family's records in one convenient location accessible via the Internet. eHealthTrust also gives doctors the advantage of reviewing a comprehensive medical history of an eHealthTrust member, which in turn helps them provide better care and avoid unnecessary duplicate tests and preventable errors such as drug interactions and allergic reactions.

eHealthTrust will initially include each member's prescription history and lab results information in their account, and will work with their doctors to update their medical records. eHealthTrust will actively contact healthcare providers on each member's behalf to gather information and update their records.

Additional features will provide members with more convenient options for a nominal fee.

- **Emergency Room Peace of Mind Alerts will notify members** by cell phone and/or email if a loved one is receiving treatment in an emergency room.
- **Medical & Wellness Reminders** notify members when it is time to schedule recommended medical exams, tests or appointments.
- **Prescription Alerts** remind members when prescriptions are due for refill and take advantage of the eHealthTrust "One-Click Refill"™. Members will also receive alerts if any of their medications have been recalled or are in the news.

At the launch, all three reminder and alert services are available for just \$39/yr.

[Dr. William Yasnoff, MD, PhD](#), founder of eHealthTrust, is a nationally recognized industry leader, former HHS executive, and the founder and President of the non-profit Health Record Banking Alliance. "Phoenix is a perfect place to introduce a health record bank," Yasnoff explains. "Arizonans are serious about protecting their privacy and controlling who can access their information. But like all major metropolitan areas, Phoenix healthcare providers lack access to comprehensive electronic health records. We are excited about working

with the healthcare community to offer this missing piece to help reduce errors and duplication, and enable improved healthcare for Arizona.”

Spearheading eHealthTrust’s launch into the Arizona market will be its Arizona President and CEO Brad Tritle. Tritle is the former executive director of Arizona Health-e Connection (AzHeC), and brings with him extensive experience in leading and supporting initiatives to implement personal health records (consumers) and electronic medical records (providers). Prior to AzHeC, Tritle’s celebrated career has included technology development and marketing efforts for both the private and public sectors. Tritle currently serves on the Arizona Chamber of Commerce & Industry’s Healthcare Committee and is an active member of the International Association of Privacy Professionals.

“People realize that their health records are scattered in all the places where they have received care, so the complete picture is never available to any provider,” said Tritle. “eHealthTrust was created to solve this problem, making it more convenient for people and their families to keep track of their health records. eHealthTrust is unique in offering the convenience of automatically updating your medical records and the control to select who has access to your information.”

As the need for healthcare providers to make the switch to electronic medical records (EMR) grows, eHealthTrust will also work directly with doctors to help ease the transition by providing EMRs at no cost. As part of its Arizona launch, eHealthTrust pledges to work with providers to help them qualify and receive the federal stimulus monies promised in the American Recovery and Reinvestment Act.

“This is an exciting time in healthcare as we move toward making comprehensive electronic records available to facilitate better and more efficient care for patients,” added Tritle.

For more information about eHealthTrust visit www.eHealthTrust.com and for up-to-the-minute information follow us on Twitter at @eHealthTrust. To speak with Brad Tritle, president and CEO, or Dr. William Yasnoff, Chairman of the Board, contact Daniel Moran, Jr. at dmoran@prfectmedia.com or by phone at 480.706.6880 x122.

ABOUT eHEALTHTRUST

[eHealthTrust](http://www.eHealthTrust.com), the nation’s premier Health Record Bank, is a secure repository for consumers’ health information and medical records. An eHealthTrust account is a bank account for electronic health information; both members and their healthcare providers can make “deposits,” but members have exclusive control over who has access to their information. This allows members to build a comprehensive health record while also allowing them to collaborate more effectively. When providers and emergency responders have the complete picture, they can provide the best possible care. eHealthTrust offers members the convenience of having all of their health information in one secure location, automatically updated as they receive care, including tests and medications. For a single \$99 fee for a lifetime account, members and the providers they authorize have secure 24-7 access from anywhere with Internet access. For more information about eHealthTrust visit www.ehealthtrust.com. You can follow EHT on Twitter at @eHealthTrust or become a fan on Facebook for up-to-the-minute information.

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