



## **THE PRESENTATION IN SPAIN OF A PORTABLE DEVICE TO ORGANIZE AND MANAGE A COMPLETE MEDICAL HISTORY**

Med-InfoChip –MIC– is a memory chip providing doctors with access to vital patient information.

Barcelona, May 2008-A new device, just launched in the Spanish market, allows users to carry their medical history with them at all times. Med-InfoChip (MIC) is an innovative memory chip that allows you to organize, manage and carry with you your health information, including x-rays, electrocardiograms and other pertinent data.

Designed to be hung on a key chain or lanyard, one just needs to connect the lightweight device to a computer's USB port (compatible with both Windows and Macintosh) so that a patient, a doctor or other healthcare specialists can consult specific medical data easily and instantaneously.

MIC users can create their own medical record in a matter of minutes following the instructions that come with the device. The pre-designed forms detail (among other things) allergies, illnesses, medications, inoculations, emergency contacts, medical treatment and previous surgeries, family medical history, pediatric development, medical insurance information and even a corrective lens prescription.

The device stores images including X rays, electrocardiograms, passports, birth certificates and photographs scanned from the original and then easily inserted into the profile.

The Spanish Organization of Medical Colleges has endorsed MIC, accrediting the device's security and usefulness.



Med-InfoChip –MIC– was designed in 2004 by Dr. Carl Franzblau, a Boston University professor and associate dean of Boston University School of Medicine, Graduate Medical Sciences. The idea originated in his frustration at being unable to record his complete medical record and transfer it between one doctor and another in a fast and effective manner. The importance of being able to have a portable medical record accessible at any time and anywhere was quickly recognized and work was begun developing the MIC device that is now successfully being distributed throughout the United States.

In Spain, Michael Gordon redesigned the chip so that the software could quickly and simply be translated between English, German, French or Spanish at the click of a button, an added value for those travelling abroad facing an urgent medical need. Michael Gordon was previously an executive at Picis -- the leading provider of information systems for the high-acuity areas of hospitals worldwide.

The MIC device runs without the need to add additional software. It is password protected and allows anyone to travel throughout the European Union or the rest of the world with a complete and comprehensive medical history available in an instant and in multiple languages. It's an important advance in the storing and portability of medical data.

### **Storage Capacity**

Med-InfoChip's large storage capacity offers the ability to document a person's comprehensive medical history, including several complementary pages to expand on details. It includes:

- **Pediatric History:** Data on the growth and development of newborns and children.
- **Allergies:** Two extensive pages provide templates for any and all allergies, both common and medical, with room to expand in detail.
- **Inoculations:** A list of the most common vaccinations with dates and booster shots; very useful to keep track of the required vaccines for children and frequent travellers.
- **Prostheses:** Can be recorded here as well as all relevant dental information (implants, dentures, etc.) including eye lens prescription.



- **Medication and doses:** MIC offers a page to control all medications and doses. Included is a link to the reference guide, Medimecum, to prevent transcription errors in medication names.
- **Scanned documents:** The device offers a practical place to store and transport graphic files like radiographies, electrocardiograms and other important documents.
- **Family history:** A dedicated page to specify family medical history thus facilitating diagnosis.
- **Critical information:** The user's most important information affording vital background to medical staff consulting the device. MIC also automatically prepares a summary document of the user's medical history.
- **Personal information:** Listing names and contact details of legal representatives, health proxy, living will or donor programmes.

MIC allows each page to be printed separately as well as the summary document so that the patient can reference his/her medical history during doctors' visits.

### **Ideal for a variety of users**

A person's medical history is usually a collection of scribbled notes – often illegible – in a collection of different doctors' files that prevent the consolidation of important data. Add to these a host of complementary reports, X rays, prescriptions and other documents.

Given that it's impossible to predict an emergency situation, seniors, parents and carers of the elderly or chronically ill will benefit from the ability to carry their medical history with them at all time.

MIC becomes a particularly valuable tool for parents of new-born babies. One can record children's growth and medical history from birth onward, updating and completing profiles as children develop storing medical details throughout the course of a lifetime.



MIC is ideal for elder patients who sometimes find it harder to remember key health details or who may require the need to accurately monitor the intake of prescribed drugs.

Athletes and those who travel frequently can benefit greatly from MIC by having immediate access to their medical profile allowing doctors to treat them more effectively when away from home.

### **Individual or family devices**

MIC versions are available for individuals (one profile), couples (2 profiles on one chip) and families (5 profiles on one chip.)

Available in the market now is the basic version of Med-InfoChip for individuals (a profile with one medical history) for a price of €49. License upgrades are available via the MIC web store offering two separate medical histories on the same chip; this software update is available for €14.50. An option to purchase a software licence for five different medical profiles on the same chip is available for €29.

### **Password Protected**

Data security and protection is one Med-InfoChip's strong points, allowing the user to control access options to his or her medical history.

Access is controlled to the extent that, in an emergency situation, an attending doctor can access possibly life-saving vital information or even the user's complete medical history.

MIC has a variety of access levels determined by the user. The device will only grant user access if the correct username and password are introduced. The system can be set up to provide read-only access to the medical profile at two different levels including a fully blocked option that requires patient identification to access the profile in the event of an emergency. All access levels are managed by the patient giving full control to the owner of the chip.

The critical information page can be accessed in emergencies and offers key data automatically without additional data entry.



### **Benefits of Med-InfoChip**

- Instant access to vital information in emergency situations.
- Password-protected data security, with the option of user-determined read-only feature for emergency access.
- Developed in four languages: English, German, Spanish and French. One click allows user to navigate between all four languages anywhere within the program.
- Versions are available for individuals, couples and families with up to five different profiles.
- Printer-friendly pages.
- No annual fees.
- Windows and Macintosh compatible.

### **Pharmacy Distribution**

The MIC device is available in a large network of pharmacies throughout Spain and on the Spanish company's website where software licence updates for multiple profiles on the same chip can be purchased as well.

For more information: [www.medinfochipeurope.com](http://www.medinfochipeurope.com)

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## **PROFESSIONAL BACKGROUND**

### **MICHAEL GORDON**

Med-InfoChip, S.L. was founded in October of 2005 by Michael Gordon who discovered Med-InfoChip™ after witnessing a heart patient intake by a cardiologist at a leading Boston hospital emergency room. He immediately realized how valuable it could be to have patient medical history accessible not only in emergencies, but while traveling abroad and living in multi-lingual and multi-cultural environments, such as those within the European Union.

Michael Gordon worked previously with Picis, joining in February 1998 as Manager of Human Resources. In just four months, he assumed the position of Director of Human Resources and in January 2001 was promoted to the executive position of Vice-President of Human Resources.

Prior to joining Picis, Michael spent three years with Tele-Publishing, Inc. as their Director of Client Services. He began his career at WBZ-TV in Boston as an Assignment Editor in the news department. He then joined Harte-Hanks Communications, Inc., where, over a 10-year period, he held various management positions at the company's Boston newspaper group completing his tenure as a Corporate Quality Training Facilitator that allowed him to train over 600 employees and 15 management teams throughout the U.S.

Michael Gordon has a B.A. in Communications from the University of Massachusetts at Amherst and resides just outside of Barcelona with his family.



**CARL FRANZBLAU , Ph.D.**

Dr. Carl Franzblau is the co-founder and president of Med-InfoChip LLC.

Dr. Franzblau has over forty years of experience in the medical field. Since 1979, he has been Chairman of Biochemistry at Boston University's School of Medicine. He has also served as Associate Dean for Boston University's School of Medicine's Graduate Biomedical Science Studies, since 1989. Among his accomplishments at B.U., Dr. Franzblau helped establish CityLab, the first fully-functional mobile laboratory resource for high school students.

In addition to his impressive medical background, Dr. Franzblau is also an accomplished entrepreneur, having been involved in the start-up of Hemagen Diagnostics, Inc., a developer and manufacturer of medical diagnostic test kits. As Chairman and CEO, he helped grow the company from its inception with two employees and \$125,000 in funding to over 120 employees and \$16 million in sales with 125 FDA approved products.

Dr. Franzblau is a participating author of more than 200 abstracts. He is a member of many professional and scientific organizations, including the American Society of Biological Chemistry and Molecular Biology, American Chemical Society, The New York Academy of Sciences and several committees for the National Institutes of Health. Dr. Franzblau is a graduate of the University of Michigan with a B.S. in Chemistry. He earned his Ph.D from Yeshiva University's Albert Einstein College of Medicine.

Dr. Franzblau launched Med-InfoChip, LLC in 2004 in the United States. He set about developing a device that would allow him to carry his portable medical profile with him at all times.