

## OpenMarket™ Mobile Healthcare Solution

Secure. Reliable. Scalable. Innovative. Mobile is simply the fastest, most effective way to reach people. From SMS alerts, to MMS videos and the hottest applications, OpenMarket is at the forefront of mobile technology. We lead the industry with the most direct operator connections, enabling you to reach your target audience from one mobile solution partner. You simply connect to us once – and we manage the rest for you.

### The Market Opportunity

The healthcare market will reach an estimated \$5.7 billion in the next five years, with mobile healthcare innovation being the primary driver.

It is clear that patients have more choices than ever, and providers are stretched to deliver quality care while remaining competitive. Many providers are embracing mobile as a means of improving patient health and satisfaction as well as administrative efficiency. By integrating mobile into your marketing and communications strategy, you can give your patients the information they need when they want it, and your healthcare team can spend more time doing the most important part of their job, delivering care to patients.



### Reliable Connectivity on a Secure Platform

With nearly 5 billion handsets in circulation today, mobile devices have become ubiquitous. From health alerts and prescription reminders to data collection and loyalty programs, patients can rely on their mobile devices to deliver information as it happens and exactly when they want it. OpenMarket supports a variety of enterprise messaging solutions that connect you to your patients and staff – through one secure, reliable mobile platform.

#### Health Systems

Significantly improve patient care, keep your schedule booked and drive higher earnings with helpful and informative text messages.

- Appointment reminders
- Preventative care alerts
- Fitness/dietary information
- Drug recall notices
- Internal staff communications
- Payment reminders

#### Retail Pharmacy

Helping people live healthier lifestyles through personalized, immediate care is easier and more cost-effective when using our range of mobile healthcare solutions.

- Prescription ready alerts
- Automated refills
- Medication reminders
- Drug facts & alerts
- Dietary and fitness tips
- Wellness and post-care advices

## Pharma & Medical Device

Mobile communications allow you to instantly connect with your patients to provide value-added services such as offers and reminders that drive higher revenues and loyalty for your business.

- Prescription alerts
- Refill notices
- Mobile coupons
- Physician locator & directory
- Location applications for emergency services
- Targeted marketing alerts

## Innovative Payors & Providers

Maximize administrative efficiency and improve patient care with mobile messaging solutions that simplify complex processes and help you stay competitive.

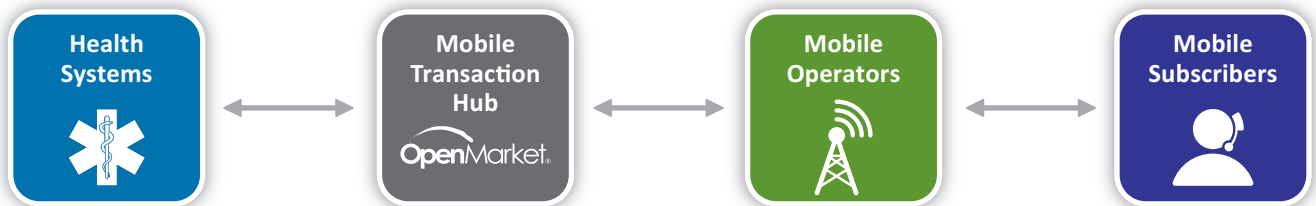
- Medication reminders
- Wellness tips
- Benefits information
- Claim status
- Payment reminders
- Doctor communications

## A Complete Mobile Solution

Whether your organization is just starting to look into mobile healthcare or one that has a clear plan of what to implement for secure mobile communications, we have the experience and ability to help you reach your goals. As a leading global mobile transaction network, OpenMarket is the hub that links the mobile players together — ultimately connecting you to your patients directly.

The OpenMarket hub provides secure, reliable connectivity between healthcare providers and mobile subscribers. Combining networking expertise and trusted partnerships with hundreds of mobile operators, OpenMarket offers a single technical and commercial interface to reach millions of patients and prospects. The diagram below depicts the role of each member in the mobile value chain. Each player works through the OpenMarket platform to provide you with a best-in-class mobile solution.

## The Mobile Messaging Value Chain



### With OpenMarket you get:

- **Stable and reliable platform** with 99.9% availability
- **Direct connections** to all major US operators
- **Multiple data centers** with geo-redundancy
- **Access to over 300 million** US subscribers

## Get Started Today!

Are you looking for new ways to securely communicate with your patients? Start now by using the OpenMarket mobile platform for your programs. Contact us at [mhealth@openmarket.com](mailto:mhealth@openmarket.com) and get started today!

### About OpenMarket

OpenMarket, a division of Amdocs, is a leading global mobile transaction hub. OpenMarket provides a comprehensive set of payment, messaging and emerging services to meet mobile business needs. From the largest consumer brands to the smallest new digital content ventures, OpenMarket empowers businesses to expand their marketing initiatives and strengthen customer relationships by leveraging the mobile channel. OpenMarket provides the most direct mobile operator connections in the US and UK markets today and has global expansion plans. For more information, please visit [www.openmarket.com](http://www.openmarket.com).

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