



20<sup>th</sup> November 2006

## The Doctor Can See You Now

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**Royal Society of Medicine, London, UK - 20 NOVEMBER, 2006: 3G Doctor announce the launch of the world's first 24/7 Video Mobile Consulting service for more than 8 million UK 3G Video Phone subscribers.**

A revolutionary mobile Video Medical Consulting service, 3G Doctor, announced its launch today at the Royal Society of Medicine' Telemedicine conference. The service utilizes advanced next generation mobile technologies to provide anytime/anywhere access to the video advice of General Medical Council Doctors.

According to Dr John Doherty, MD, Medical Director of 3G Doctor Limited, the use of structured medical interviewing technology developed by Instant Medical History™ from Primetime makes it possible for 3G Doctor to provide a very safe means of delivering high quality medical advice together with full charting - making it easy to provide patients with comprehensive take home information and records whilst observing the utmost need for confidentiality: "As more and more health services are brought online, patients' privacy and health are being endangered by the emergence of an abundance of misleading services. These are commonly found within sources of unreliable, outdated information and can lead to the incorrect diagnosis or choice of treatment. This can be particularly dangerous as such services are mostly unregulated and offered by unqualified, unregistered nameless charlatans. 3G Doctor strongly recommends that anyone with health problems consults with a doctor and that materials and services offered through any web site, including our own, should only ever be used for information purposes - and never as a replacement for the professional medical care and attentions of a qualified and registered Medical Doctor".

"The ability to remotely gather a complete history of present illness information directly from a patients' mobile phone supports the need for this information at the point of care whilst ensuring confidentiality and privacy is never compromised" said Matthew Ferrante, CEO, Primetime Medical Software. "3G Doctor is well positioned to capitalize on the emergence of mobile and pervasive healthcare trends and we are happy to have enabled the use of our world leading structured interview software in a single window interactive format to make it possible for a patient to provide their full medical history using the mobile phone keypad interface. Together we have created a highly focused consult experience at an affordable cost and level of convenience that is unmatched".

3G Doctor are also proud to announce that they have signed a partnership with MyFoodPhone, the world's first service that enables camera phone users to take a picture of the food they eat at each meal or snack and send it for review by a nutritional advisor.

Sebastien Tanguay, General Manager of MyFoodPhone said "MyFoodPhone has taken diet and nutrition to the next level by giving its customers the ultimate tool for remaining fit and healthy while on the go. Our success is evidence of the massive demand for mobile health solutions and it is clear that 3G Doctor will help the millions of people who are searching for health information online. Although the service doesn't seek to replace the family Doctor it is important to be aware that as the most convenient and private way to talk with a qualified registered Doctor this may help people take better care of their health. From trials together it

is clear that 3G Mobile Video Calling provides many new dimensions to communication and these ideally complement a remote medical consultation with a professional registered Doctor”.

To consult with 3G Doctor you need to be aged 18+ years and have private access to an UK registered 3G Video Phone. Payment can be made using all conventional payment cards as well as Paypal. # # # #

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### About MyFoodPhone

MyFoodPhone Nutrition, Inc. is a mobile-health application service provider. Its flagship product is MyFoodPhone, a camera-phone food-journaling feedback service will be launched soon in the UK. MyFoodPhone is the world's first service that links individuals with their own nutrition coaches and advisors. The company has also developed other mobile health, wellness, and medical devices and software packages that are in the process of being deployed throughout the world.

Contact:            Sebastien Tanguay, General Manager, [myfoodphone.com](http://myfoodphone.com)  
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### About Primetime Medical Software

In development since 1985, Instant Medical History™ from Primetime is designed to gather patient medical history and diagnostic information prior to the remote video consultation. Patients respond to branching, multiple-choice questionnaires from an extensive medical knowledgebase. This provides physicians with more accurate and consistently presented preliminary information, resulting in a more focused and higher value in-person interview in support of better—and faster—diagnoses. It also makes efficiency gains through automated screening of inappropriate usage, payment authorization and full charting.

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### About the Royal Society of Medicine

The Royal Society of Medicine is an independent, apolitical organisation, founded 200 years ago. They are one of the largest providers of continuing medical education in the UK and provide accredited courses for continuing professional development, which is so vital in allowing doctors, dentists, veterinary surgeons and other healthcare professionals their continuing freedom to practise.

<http://www.rsm.ac.uk>

### About 3G Doctor Limited

3G Doctor is a registered Doctor led service that provides UK adults (aged 18+) with affordable, private round the clock 3G Video Call access to the advice of highly trained General Medical Council registered Primary Care Doctors. These carers are waiting to answer queries, diagnose medical problems and recommend treatments. The service is an important development in the mobile pervasive future of healthcare and has been

created to help meet the evolving need for remote access to the regulated advice of qualified and registered Doctors.

[3gdoctor.com](http://3gdoctor.com)

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