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The Doctor Can See You Now

London, UK - 22 NOVEMBER, 2006: The Royal Society of Medicine publish a paper in the Journal of Telemedicine and Telecare on the use of 3G technology in health.

"3G Doctor is a new service that will be providing members of the public with the opportunity to meet with qualified General Medical Council registered doctors using the 3G Video Calling technology afforded by next generation 3G mobiles.

This medical solution is ideally placed to take advantage of the rise of the informed patient, the aging of the affluent and the growth of advanced 3G mobile telecommunications which have already been adopted by 4.5 million UK subscribers.

To date the potential for mobile applications to contribute significantly to efficiency in health care has had little impact on its delivery, despite the fact that levels of mobile ownership (in areas such as the United Kingdom) now make it possible to think of the mobile as an interface with the public.

In the simplest terms, mobile phones increase the ability to contact individuals who are leading busy and mobile lives. As in any industry that values communication between service provider and customer, this translates into opportunities for improved efficiency and effectiveness in service delivery. Evidence for current latent demand can be seen in the sudden rise in the use of the mobile device to receive medical advice (>70% of UK 999 emergency medical calls are made using a mobile phone) as well as successes in the deployment of mobile applications by healthcare providers e.g. clinics sending appointment reminder texts.

Smartphones, local connectivity and 3G communication technologies have enabled a whole new world of discrete ubiquitous healthcare solutions that 3G Doctor will assist delivering to the public through the facilitation of remote access to the low cost confidential advice of qualified, General Medical Council Registered Doctors. The internet has created the "informed patient"; "3G Doctor" has set its sights on becoming the principle leader in the development and enablement of the "connected patient".

Whilst the explosive success of internet health services has created a world in which medical information is cheap and plentiful, these services increase the need for real time support in the form of personalised one-to-one communication and understanding.

3G Doctor is set to launch UK public access in Q4, 2006 and will initially offer an inexpensive means of access to the impartial advice of independent private doctors. Payment will be made upfront using popular payment means to ensure an easy and simple means of charging.

Uniquely the service will require patients to complete a confidential and secure interview using a multiple choice question and answer patient history taking internet application on their mobile or from any internet connection before the video consult. Following 20 years of development at the Mayo Clinic this is the most advanced interactive interview software ever

produced and ensures the safety of patients as well as the automatic charting of a highly efficient remote consultation process.”

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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 their medical information and 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.

<http://www.3gdoctor.com>