

## WebSafe and Southern Medical Association Partner for Electronic Records

Birmingham, Ala. --- President Bush set a 10-year goal to have most personal health records in electronic form. To aid this effort and to provide maximum benefit to patients and the physicians who treat them, the Southern Medical Association (SMA) is partnering with WebSafe, a secure online virtual storage system. WebSafe also offers the MyMedSafe feature which provides exceptional medical record storage and Internet access.

With medical identity fraud a growing problem, the MyMedSafe site is securely encrypted during transmission, retrieval, and storage. Passwords are secure and can be specified for portions of a user's site to allow a spouse or other individual access to specific information only. Also, WebSafe's technology is Hacker Safe Certified and meets the highest security scanning standards of the U.S. government.

WebSafe can also provide a download feature which will automatically backup practice accounting information, thus eliminating tape backups. The physician can also store his or her family's health records in MyMedSafe, in addition to other important personal documents such as passports, wills, life insurance information, family photographs, and computer data backups. You can think of your WebSafe as your virtual safety deposit box.

With MyMedSafe, patients can document and have access to their own medical histories--making them available in an emergency and for new physician visits. They can also store medical directives such as living wills and do not resuscitate orders. Doctors can also send test results directly to the patient via MyMedSafe with a patient approved code.

"WebSafe is a wonderful tool for any medical practice and any patient. It is a product they can use together," said Randy Glick, Chief Information Officer, Southern Medical Association.

Southern Medical Association, in its centennial year of serving the needs of physicians in the southeast, is a leader in providing Medallion Level CME for physicians, as well as insurance and financial service products, practice management assistance, and marketing communications – including web development. The offering of WebSafe and MyMedSafe to physicians and their patients is in addition to the extensive line of products and services available through Southern Medical Association's Physician Purchasing Program. Also, SMA's new membership type, *e-Member*, provides discounts to many technology-based products, including WebSafe/MyMedSafe.

Don Moore, Director of Business Development for WebSafe, Inc. adds, "Our product offers a secure, user-friendly service that simplifies storage, management, and long term access to the deluge of personal content that people accumulate including personal documents, digital photos, videos, music, personal health records, financial records, etc. The end-to-end security which WebSafe offers is unique and particularly valuable to

those who are concerned with the security of their information."

The MyMedSafe interface prompts individuals through a series of questions, resulting in a complete, online medical history. Other pertinent information such as allergies and immunizations, medical directives and medical power of attorney can also be added. For convenience and easy access to this information, a wallet-sized card with a unique code can be carried which emergency personnel can use to access this lifesaving information. The service costs less than a drive to the doctor's office, with accounts starting at \$2.95 per month.

An example of MyMedSafe's usefulness can be seen as the system aids families with elderly members. Since forgetfulness can accompany age, a complete record of medications and symptoms listed on a MyMedSafe account can be shared by siblings and caregivers who may be called upon for doctor visits. The pressure to keep up with this information can be relieved when updates to the patient's record can be easily downloaded and printed from the Internet. Frequent travelers, college students, parents of special needs children and many others will also benefit from the convenience of accessing medical history, test results, and other important information via the internet.

As partners in serving the medical community, WebSafe and Southern Medical Association are excited about the opportunity to make available this dynamic product. For more information on WebSafe and Southern Medical Association, please visit [www.websafe.com](http://www.websafe.com) and [www.sma.org](http://www.sma.org).